

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City



VOL. CXLIII, No. 3

NEW YORK, APRIL 19, 1928

10c A COPY

B. A. I. S. 1907 with N. W. Ayer & Son



## *And now— everything but the site*

WE HAVE told this part of the tale before — how the Hodgson House idea began with a chicken coop, grew to a bungalow and then to a country home. . . . How sales began with an interested neighbor and grew to a demand in the far corners of the earth.

And now for the rest of the story.

Hodgson construction is so cleverly contrived that a man, with the help of unskilled labor, can assemble his own cosy home in a few days' time.

But when the call for Hodgson Houses became a plea for complete and elaborate country homes, erection began to assume the nature of a sales deterrent.

The E. F. Hodgson Company have negotiated this difficulty by creating a service department through which the Hodgson House owner is relieved of every building worry.

Fortified with this device, Hodgson advertising swings into a new era of productivity.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





## Let Experts Mix Your Poultry Feed

The Trade-mark is the manufacturer's signature, your guide to reliable products.



IN THE composition of an ideal poultry feed there are many ingredients not grown on your own farm. Animal protein, dry buttermilk, mill by-products, organic mineral extracts, you must buy in the market.

Picture a crew of keen buyers, watching the output of every mill and factory, ready to pay cash. They take trainloads at a time; command the lowest possible price, but they buy only on rigid chemical analysis. Every ingredient must be choice or they don't accept it.

Another crew of experts, posted up to the minute on researches, combines these choice ingredients into a complete commercial feed. With modern power machinery they

mix a carload as cheaply as you could mix a few hundred pounds. The result is a mixed feed of known value. Every sack is the same. Good because it is made that way. Economical because of mass buying and mass production. Trade-marked to show who stands back of it.

If you should go into the market as an individual purchaser to buy a few hundred pounds of any of these ingredients, you could not secure either quality or price to compare with the purchases of these experts.

When you buy a high grade commercial mixed feed, it means that you have the most skilled buyers and the most expert students of feeding problems to mix your feed for you. By the economies of modern business they are able to furnish it at a lower cost than a feed of similar quality which you can mix yourself.

**You Can Depend on Feeds You Buy from Advertisers in This Paper**

THIS one of a series of editorial advertisements appearing in The Standard Farm Papers enters 2,000,000 of the best farm homes to tell the story of advertised products

## The Standard Farm Papers

New York, 250 Park Avenue

Chicago, 307 N. Michigan Avenue

# PRINTERS' INK

*Registered U. S. Patent Office*

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VOL. CXLIII

NEW YORK, APRIL 19, 1928

No. 3

## The Law and Mergers

Government Regulation of Business Is Continually Changing Because Changing Conditions Continually Require New Definition of the "Public's Interests"

Based on an Interview by Albert E. Haase with

**Joseph E. Davies**

Of Davies, Jones & Beebe, former U. S. Commissioner of Corporations, and first Chairman of the Federal Trade Commission

"SOME years ago when I was Commissioner of Corporations," said Joseph E. Davies, "a group of men who owned competing stove-manufacturing businesses called at my office in Washington. The spokesman for this group told a story that made a lasting impression.

"The business of making stoves had been going from bad to worse. The reason for the rundown condition of the industry—namely, ever-increasing competition from the then fairly new steam radiator—had suddenly made itself known, almost simultaneously, to the group of manufacturers who had called on me. The common problem of saving their businesses from total destruction brought these competitors together. While they recognized that, for many people, this new product had superior advantages over their product, they, nevertheless felt that their product should continue to have a market for a long time to come. They wanted to go after that market with a reasonable assurance of profit to themselves for their efforts. It was their opinion that, under new conditions, they could not profitably sell to that market unless they consolidated their businesses. They believed if their businesses were merged they could not only make a profit, but that they could make a profit which would be sufficient to enable them

to establish a practical laboratory in which they could get to work on the job of improving their product and on the job of finding profitable side lines for the future.

"These men were reputable citizens. They had a large number of employees depending upon them for their daily bread. The total volume of their business as compared with the total volume of their industry was very small. As I saw it, a merger of their businesses would in no sense represent a monopoly and I told them that while I could not give them any official assurances, nevertheless I felt they were safe in going ahead, as it was distinctly in the public interest.

"In answer to a question on what advice their lawyers had given them in the matter, the spokesman for the group replied: 'What lawyers say doesn't matter much. It's what the Government says that counts. If our lawyers are wrong they won't go to jail. We will. At our lawyers' suggestion we went to the Department of Justice. There we were told that no opinion could be given in advance. We would have to risk it. But we don't want to risk an indictment for violation of the anti-trust laws.

"It has been pointed out to us that the risk isn't so great as we think it is. We've been told that such an indictment wouldn't necessarily put us in jail. Perhaps that

advice is correct. Nevertheless, we have no desire to have the names of our families and our businesses stained with an indictment for, regardless of the outcome, jail or no jail, the stain of an indictment would always remain.

"I have said that this story made a lasting impression on me. The reason lies in the fact that what was said in that interview pointed plainly and clearly to the need of a Government agency that would tell business what it *could* do as well as what it couldn't do."

\* \* \*

In the course of a long investigation of the subject of distribution mergers made for **PRINTERS' INK MONTHLY**,<sup>\*</sup> many manufacturers in many industries were interviewed. One question was foremost in their minds: "What will the Government do if we merge? Will the Federal Trade Commission start to investigate us?"

All business seems to be saturated with the thought that mergers are either unlawful at the start or that eventually they must result in conflict with some Government department or bureau.

Publicity on anti-trust laws, publicity that started shortly after the first cycle of production mergers came into existence—is responsible for that condition.

The fog that has been thrown over modern business by such publicity could, it seemed, be dispelled only by a lawyer who knew the philosophy and the reasoning back of Federal anti-monopoly laws and who at the same time knew and understood the needs of modern business.

The Federal Trade Commission Act was drafted by Joseph E. Davies at the request of President Wilson, when Mr. Davies was Commissioner of Corporations. In drafting it he put in a provision which, had it not been rejected by Congress, would have given that Government agency the authority to endeavor to tell business what it *could* do as well as what it could not do.

The stove manufacturer episode,

which has been related here as Mr. Davies told it, and which aptly describes the state of mind that manufacturers are in with respect to the law and mergers, was directly responsible for that provision. Because there are records to show that, at the time he was in Government life, Mr. Davies was able to see that there were two sides to Government regulation of business; because he was the first chairman of the Federal Trade Commission, and because he has been engaged in handling legal matters for the Government and for corporations since his retirement from public life, it seemed that he was the logical source of information that would help wipe away foggy thinking and foolish fears of manufacturers on the law and mergers.

His statements on the subject are given here with the understanding that they be considered as the opinions of a private citizen and with the understanding that in making them he is not presuming to speak dogmatically as to what attitude the Government might take.

"Manufacturers interested in effecting mergers," said Mr. Davies, "must first consider the primary purpose of the so-called anti-trust laws. Those laws were enacted in the interests of the public and that public, by the way, includes manufacturers. Their purpose is to prevent monopoly. Under our form of Government it is believed that a monopoly is against the best interests of the public and against the best interests of the manufacturer. It is our belief that open competition—competition that is not unreasonably restrained—is best for all concerned. This theory of Government and business is readily accepted when viewed from the standpoint of the consumer. Too often, it is not accepted, however, from the standpoint of a manufacturer. This should not be, for it should be clear to any manufacturer who will think straight on the subject that monopolies lead directly to state socialism. The quickest way to put the Government into business and to bring on State social-

<sup>\*</sup>"What's Back of Mergers?" **PRINTERS' INK MONTHLY**, March, 1928.



THE VOICE OF VILLAGE AMERICA



*Home of Christian Herald Subscriber  
Easton, Penna.*

## "Charge It to my Account"

IN a special market study made for us by a National Advertising Agency, it was found that 85 of the 117 Christian Herald subscribers in Easton, Pa., have charge accounts at the leading department store . . . and that 30 of these subscribers rate among the 100 leading and most influential families in town.

Can you afford to overlook circulation of this character in your drive for increased sales and profits?

# Christian Herald

Bible House, New York  
Graham Patterson, Publisher

ism is to permit monopoly in industry. If this point is understood, then I believe any manufacturer will quickly see that Government must measurably regulate business in order to keep itself out of business. Let us accept, then, the fact that there must be some Government control of business.

"The next general point to consider is the fact that laws regulating business must not now be read in the light of economic conditions in the years in which they were enacted, but rather in the light of conditions at the time they are being read. I mean to say that the Sherman Anti-Trust Act of thirty-eight years ago and the Federal Trade Commission and Clayton Acts of fourteen years ago are different laws today. The Sherman Act declared that: 'Every contract, combination in the form of trust or otherwise, or conspiracy, in restraint of trade or commerce among the several States, or with foreign nations is hereby declared illegal.'

"The Supreme Court adopting the long established common law definition 'restraint of trade' has held that the law prohibits only unreasonable restraints of trade. In other words, a rule of reason responsive to changing economic conditions rather than an arbitrary prohibition determines the legality of combined action. The Federal Trade Commission Act and the Clayton Act embody the same rule.

"It is important, as I have said, to remember that Government regulation of business changes with changing conditions, but at the same time it is equally important to remember that the primary purpose of the laws under which Government regulates business remains the same. That purpose is to protect the public interests.

"That brings me to the most important point in this situation, which is that *the interests of the public continually change with changing conditions*. Influences and conditions over which the public has no control may turn business practices from a 'detrimental' classification to a 'helpful' classification.

"The matter of mergers is an excellent case in point. The merger idea, once considered harmful to the best interests of the public is being and will more and more be welcomed by the public. Let me explain this statement.

"There is one big outstanding economic development in Europe at the present time. It is the degree to which both financial and business interest and, indeed, governments themselves are addressing themselves to the problem of reducing costs, both in the manufacture and sale of commodities, through combinations in industry and finance. There is scarcely a week goes by but that one finds accounts of the organization of new international combines in Europe. A few weeks ago the newspapers reported the formation of a combination of European motor car manufacturers which has taken upon itself the job of telling our manufacturers exactly how many cars they can sell in any one country. Shortly before that report appeared there were reports of a gigantic merger of European linoleum companies which was created in order to keep our products out of continental markets.

"Prior to the war there were many indications that a combination era of this character was in process of development. The German cartels, the French comitoids and English syndicates or rings were then projecting their enterprises all over the world and making competition for individual American concerns very arduous. The war checked these developments.

"But with the renewal of economic activity and the revival which has been most notable in business during the last two years in Europe, this development has been renewed with still greater intensity. Nor is it confined to private enterprise alone; it is most noticeable that governments themselves are going into these enterprises in the shape of government monopolies and in other ways.

"From discussions with public

(Continued on page 152)



## "Row, row, row your boat"...

This is a warning to Messrs. Bass, Pickerel, et al., to take a nose dive. The Messrs. Walton are preparing to let the early fish catch the worm! Here's the Walton "dreadnaught" in drydock for spring cleaning and repairs. New oarlocks, a little caulking, coat o' green paint. . .

Mr. Walton twirls in a screw at a doubtful angle and watches Jack give an expert turning to the corner of a thwart. What can't the boy do? When he's through with the scow here, he'll go tune up the family bus . . . spend an hour on a new radio hook-up . . . bounce into white flannels and slam through five sets of tennis . . . into his

tux and off to a dinner dance. Energy? Oodles of it! Ability? Slathers! Knowledge of what's correct in apparel and appliances for each activity? Right up to the minute.

Advertised names spring as readily to Jack's lips as to his father's. Why not? He's a man in everything but years! There are 500,000 fellows like him who read **THE AMERICAN BOY**. Eighty per cent of high-school age. With a buying capacity accounting for millions of dollars of sales annually. Advertise to this half-million now—while their buying habits are forming. Forms close 10th of second month preceding date of issue.

# The American Boy

Detroit Michigan

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# When CARMEN goes shopping

Reprinted from a letter from the Madrid  
office of the J. Walter Thompson Company

WHEN Carmen goes shopping what does she buy? What influences her purchases, and how does she make those purchases?

These are questions of very great importance to any manufacturer who either has entered or is considering entering the Spanish market.

First of all, let us look at the Spanish woman herself. Usually she is somewhat under what the American girl considers average height, well built in spite of the fact that she is only beginning to take up sports. Her dark hair, usually jet black, and her milk white skin form a striking contrast. Add to that, large black eyes that flash with interest or temper under unusually long lashes and you have a combination that is bound to attract attention.

UP to a few years ago the Spanish woman of good family was as sheltered as in the Oriental countries. She had very little use for education because she was not required to know anything except how to dress, how to make herself beautiful, and how to make love. Her whole interest in life was devoted to getting a husband with enough of a family fortune to make her life one of ease. Once married, her interests centered on her home and her children.

But times are changing. Even though the Spanish woman has not made as much progress as her sisters in France, in England or America, she is beginning to make a place for herself. Grandmothers, aunts and mothers are scandalized, it is true, at this change, but it is something that everyone is compelled to recognize, and most of all, the manufacturers of products that women buy.

Today not only are women working in offices, but many girls of wealthy families are learning such careers as that of lawyer, doctor, pharmacist, etc. Even many women of the poorer classes, who formerly were servants or who worked in dressmaking establishments, are now taking up shorthand and typewriting and getting jobs in offices.

All this means a broadening of women's interests, both in and outside the home. Woman, of course, does not have the same freedom as yet in Spain as in other countries. She does not as a rule go about the streets by herself and she never goes to the theatre except with mamma in tow. And "in tow" is the correct expression to use, because mamma is usually over-weighted and heavy.

ONE of the striking characteristics of the Spanish woman, as contrasted for example with her English sister, is her fondness for

fine clothes. The latest gowns from Paris displayed in a department store window will keep the sidewalk out in front crowded. There is a smartness about the Spanish woman's appearance which women of few other nations seem able to attain. Perhaps cosmetics have to do with it, because the consumption of rouge, powder and creams is unusually high. Rouge is even used on the finger nails since the Queen started that vogue.



THE Spanish woman's reading is confined mostly to light novels, the simple tales of love and romance that grip the heart and fire the imagination. About two years ago the newspapers and the general magazines began to devote a few columns to fashions and home decoration. The experiment evidently proved satisfactory because nearly all the leading newspapers now set aside considerable space once a week for these subjects. The wise advertiser of women's products takes advantage of this situation.



NO Spanish woman of the upper or middle classes goes to the grocery store or the butcher shop unless on rare occasions to check up the prices quoted by her cook. The cooks do practically all the buying of food products, and many of them cannot either read or write. Of course, in planning the day's meals, the housewife can order the cook to get just what she wants. But a good cook has considerable pride in her calling and listens more readily to suggestions than to orders.

In the shops the Spanish woman insists on being shown everything that might in any possible way resemble the article she is looking for. She examines everything before purchasing, not only in one store but in half a dozen. Then perhaps after an entire day of looking and ruffling the tempers of the clerks she decides she will do her buying at some future time. What she wants is not only to compare prices but *bargains*. Bargaining is ingrained in the soul of the Spaniard, both man and woman, and for this reason as much as any other, stores have few regular customers. The Spanish woman does her buying where she can get the best prices.



THE Spanish woman is hesitant about spending her money because she is not yet familiar with the merits or demerits of the products offered for sale. That part of her education, in which truthful advertising in America has played so prominent a part, is lacking here. And very frequently in desperation she will take what the last clerk offers her, because she is completely bewildered.

Because of the utter lack of Spanish products in most lines and their very evident inferiority to foreign products in others, the Spanish woman will buy something because it is French or English, believing that it must be good. "Made in U. S. A." means nothing because the initials U. S. A. are unintelligible to the average Spanish woman, and America means South America, never the United States.

## J. WALTER THOMPSON COMPANY

NEW YORK	BOSTON	CHICAGO	CINCINNATI
SAN FRANCISCO	LONDON	PARIS	BERLIN
MADRID	COPENHAGEN	STOCKHOLM	ALEXANDRIA

# Making an Attractive Display Out of an Ordinary Carton

Seeman Brothers Used a Special "Get Acquainted" Assortment as One of Their Periodic Boosts for the Whole White Rose Family and as a Tie-Up with the Quality Canned Foods Campaign

**W**HITE ROSE TEA is the leader in the Seeman Bros., Inc., line of food products, and it is featured in most of the company's advertising, but periodically impetus is given to the other items in the line by some special promotion. One of these periodic prods to the lesser members of the White Rose family, a card which featured the slogan, "Hey, Tea—We're in the Basket, Too!" was described in PRINTERS' INK last year.\* The latest promotion of the entire White Rose family was in the form of a special assortment carton.

This package, which developed from the idea of the Christmas gift package, was specifically adapted to fit in with the Quality Canned Foods Campaign, sponsored by the canned foods, canning and allied industries, and which was conducted from March 1 to April 15.

The package itself consisted of the ordinary fiber-board box in which canned goods are packed, but it was beautified so that when opened it became an attractive display piece. The aim behind this package was to make it so appealing as a display that the grocer could not possibly conceive of taking the assortment of the twelve

canned-goods items of the White Rose line out of the box.

The attractiveness of the display was achieved by the use of lithographs on the inside of the flaps of the boxes. The outside of the box as received by the retailer



THIS IS THE CARTON IN WHICH THE WHITE ROSE PRODUCTS WERE PACKED, OPENED UP AS A DISPLAY PIECE

was marked so that he would open it properly. When he opened the box, he found the inside of the top flap, which is larger than the other flaps, lithographed in colors and bearing the printed messages: "White Rose Quality Foods—'Get Acquainted' Assortments."

The side flaps were rectangular and had lithographed pictures of a fishing scene on one side calling attention to White Rose sea food and a farm scene on the other to suggest other White Rose canned foods and vegetables. The bot

\* "A Slogan Contest That Did More Than Find a Slogan," August 25, 1927.

*The Circulation is*  
**LARGER**  
*The Rate* **26% LESS**

Four years ago there were four newspapers in Des Moines with a combined circulation of 228,895 for which the advertiser paid a total of 54c per line

Today, as a result of mergers, two newspapers sold as a unit offer the advertiser 230,340 circulation for 40c a line. The circulation is larger, the rate is 26% less

## 1924

	*Circulation Net Paid	Rate Per Line
Des Moines Register and Tribune..	143,214	30c
Des Moines Capital .....	57,945	14c
Des Moines News.....	27,736	10c
<b>Total .....</b>	<b>228,895</b>	<b>54c</b>

\*Net paid average 6 months ending  
 Sept. 30, 1924

## 1928

	†Circulation Net Paid	Rate Per Line
Des Moines Register and Tribune..	229,796	40c

*The Des Moines News was merged  
 with The Tribune Nov. 10, 1924.*

*The Des Moines Capital was merged  
 with The Tribune Feb. 14, 1927.*

†March, 1928, net paid average

**The DES MOINES REGISTER**  
*and* **TRIBUNE**



tom flap was narrow and carried the wording: "The Choicest Products of Orchard, Garden and Sea."

In the box twelve items of the White Rose line were neatly packed so that what at first seemed an ordinary carton of canned goods, in the ensemble presented an attractive display piece that looked a great deal more expensive than it really was.

In order to reap the benefit of the Quality Canned Foods Campaign advertising that was appearing, retailers were quite willing to invest in one or perhaps the whole three assortment packages which Seeman Brothers had assembled.

Of course the big feature of the package from the point of view of Seeman Brothers was not that a great many of these packages were sold to the consumer but that getting these boxes into the retailer's store or window meant placing from twelve to thirty-six samples of the lesser known items in the White Rose line in a prominent display position before the public. It is hoped that the customers who tried one or more of the line will develop into regular users. The retailer, on the other hand, having sold one can of an item will, it is hoped, be on his way to ordering more for his stock.

Where a dealer took the three assortment packages that were got up, he was virtually taking into his store thirty-six samples—sixty pounds in weight—with little or no effort on the part of the White Rose salesman.

Whereas the usual sample display is often expensive, this idea made the display cost the same to the retailer as he would pay for the items ordinarily, and only a slight added expense to Seeman Brothers which was charged off to advertising.

In promoting this display idea, everything was made as easy as possible for the retailer who wished to use the package as the basis of a window display. Posters, price cards, pins that slipped easily into the corrugated top edge of the flaps of the box, and even gum stickers were supplied to those who wanted the material. All

this material was sent to the retailer in a large paper bag such as grocers use for their orders. Inside of the bag was everything needed for dressing up the window.

### Afco Products Account to Dorrance, Sullivan

The Afco Products Company, New Haven, Conn., and Fall River, Mass., manufacturer of Afco Radiator Kleener, Afco Anti-Freeze and other automotive products, has placed its advertising account with Dorrance, Sullivan & Company, Inc., New York.

The Afco Products Company is affiliated with the E. S. Parke Shellac Company of Fall River, Mass.

Newspaper campaigns are being released generally throughout Southern and Southeastern States for Afco Radiator Kleener, working toward an early national coverage following the building of distribution.

### Death of Charles Lawrence Sheldon

Charles Lawrence Sheldon, of the business staff of "Time," died recently at Montreal, at the age of fifty-four. He had previously been associated with the Judge Publishing Company, Inc., as vice-president. At one time he was vice-president of E. R. Crowe & Company, Inc., New York.

### Aeolian Elects C. A. Wagner Vice-President and Director

C. Alfred Wagner, until recently president of the American Piano Company, New York, has become vice-president and director of The Aeolian Company, New York. Mr. Wagner will be primarily concerned with the sales activities of the business.

### E. P. Henry Joins "Better Homes and Gardens"

Elliott P. Henry, for the last three years advertising manager of *The American Girl*, New York, has joined *Better Homes and Gardens*. He will cover part of the New York and New England territories.

### "People's Home Journal" Appoints Weston Oyler

Weston Oyler has been appointed New England manager of the *People's Home Journal*, with headquarters at Boston.

### Pratt & Lambert Appointment

C. J. Spaulding has been appointed assistant to R. W. Lindsay, treasurer and general sales manager of Pratt & Lambert, Inc., Buffalo, N. Y., varnish and paints.

Rec

Thoro

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*Read by Four Out of Every Five Greater Milwaukee Families*

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# *Circulation Records Broken in March!*

**T**HE Milwaukee Journal circulation reached a new high net paid peak for all time in March—average 165,287 daily and 197,106 Sunday—gains of 8,316 daily and 25,301 Sunday over the net paid average of March, 1927.

Premiums? Special inducements? Never in the history of this newspaper.

That's why The Milwaukee Journal alone, at one low cost, provides a 100% solid coverage—growing apace with 1928 prosperity and business expansion in the rich Milwaukee-Wisconsin selling area. Grow with The Journal in 1928.

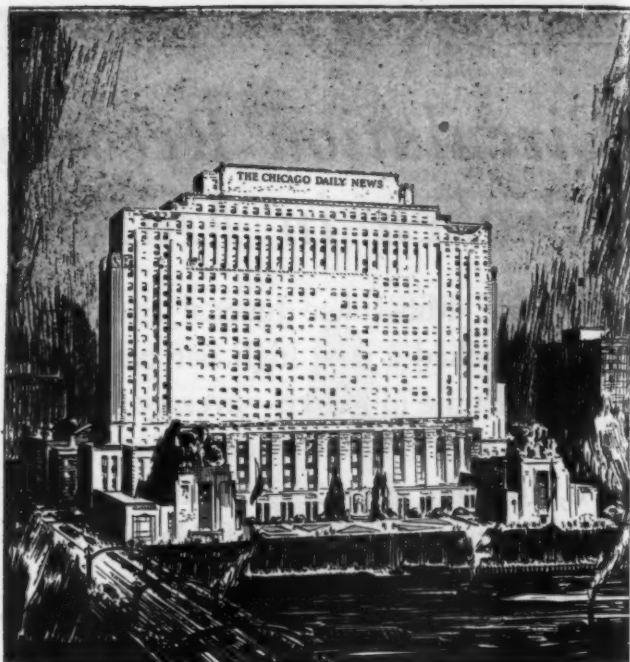
## **THE MILWAUKEE JOURNAL**

**W FIRST BY MERIT W**

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*Thorough Trading Area Coverage at One Low Advertising Cost!*

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The Daily News is building itself a new home and publishing plant. This building, its new presses and new equipment, every forward step made or planned, is but the pledge of its faith that a newspaper founded upon principles of progressive, independent journalism and edited to the changeless standards of dignity and good taste will continue to receive public confidence and support.

## FIRST IN NATIONAL ADVERTISING

in Chicago Daily Newspapers  
(First Quarter of 1928)

THE DAILY NEWS	1,017,678	agate lines
The Daily Tribune	1,004,047	agate lines
The American	820,766	agate lines
The Daily Herald-Examiner	405,727	agate lines
The Post	379,132	agate lines
The Journal	285,081	agate lines

(Figures compiled by the Advertising Record Co., an independent audit bureau maintained by all the Chicago Newspapers.)

# THE CHICAGOAL

Chicago's Ho...spap

## ADVERTISING REPRESENTATIVE

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## CIRCULATION

The average daily net paid circulation of The Daily News for the 12 months ending March 31, 1928, was 437,387, an increase of 23,845 over the same period last year, despite the fact that The Daily News raised its price to 3 cents January 3, 1928.

*Endorsed*

THE CHICAGO DAILY NEWS endeavors to publish a good newspaper "sincere in its convictions, enterprising in its methods, independent in its advocacy of all that best serves the public interest."

Evidence of its success in this endeavor is more convincing in the increasing measure of public confidence and support it receives in circulation and in advertising, both local and national.

## FIRST IN LOCAL ADVERTISING

*in Chicago Daily Newspapers  
(First Quarter of 1928)*

THE DAILY NEWS	3,234,294	agate lines
The Daily Tribune	2,482,993	agate lines
The American	2,217,019	agate lines
The Post	927,350	agate lines
The Daily Herald-Examiner	851,849	agate lines
The Journal	691,839	agate lines

# DAILY NEWS

*Howspaper*

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
Woodward 42nd St.	Woodward & Kelly 360 N. Michigan Ave.	Woodward & Kelly 408 Fine Arts Bldg.	C. Geo. Krogness 253 1st Nat'l Bank Bldg.

THE P OF AMERICAN CITIES



In January and February, <sup>and March 90</sup> this year, the editorial department of The Oklahoma Farmer-Stockman answered ~~10,532~~ questions from subscribers.

These requests varied from questions about the standing of companies and corporations advertising in The Oklahoma Farmer-Stockman to orders for patterns reproduced in home department pages.

<sup>6</sup>  
842 letters requested the 1927 index to The Oklahoma Farmer-Stockman.

Such interest and confidence in Oklahoma's only farm paper is one of the reasons why sales in Oklahoma are fine for those who are consistently using Oklahoma Farmer-Stockman advertising.

178,591 Copies Each Issue

Carl Williams  
Editor

**THE OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

Ralph Miller  
Adm. Mgr.

Published by THE OKLAHOMA PUBLISHING CO.  
THE DAILY OKLAHOMAN—OKLAHOMA CITY TIMES

Represented by E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Detroit Kansas City Atlanta San Francisco

# An Index to the Color Wave

Some Points Which Should Be Considered in Adding Color to Products

By Rexford Daniels

"LET me catch the man who started this color wave," said a manufacturer of stoves, "and I'll wring his neck. In the good old days, making and selling stoves was a simple problem. All you had to worry about was size and weight, but today, it's color, color, color. When this color craze is over, business will once more settle down and be a man's job."

But when the color craze is over, that stove manufacturer will have long ceased worrying about the stove business, because similar waves of color, in history, have lasted from 200 to 600 years. This present color wave is not the simple thing that most people would have us believe. Neither was it started by one individual or a group of individuals. It is a perfectly good cycle of evolution and one which has to run its course before a new cycle comes in, and that may be hundreds of years hence.

When manufacturers begin to put color in their products they are tapping a phase of human nature which has definite stages of development, and they must be prepared to govern their business procedure to fit in with the stages which people go through in becoming what is known as color-conscious. These stages are three in number, the first two of which are the most important. The first stage is one in which people demand pure colors, such as red, yellow, green and blue. They demand that these colors be bright because colors are new to them and it takes strong colors to have an effect. But strong colors are hard things to live with, and soon people come to the second color stage where they demand tints and shades, and discard the pure colors.

A number of manufacturers have been finding out, in the last few years, that adding color to products is not the simple procedure they imagined. When they first brought

out their line in pure colors, sales increased rapidly. They became enthusiastic over the new color stimulant they had found, and immediately decided to go into it on a larger basis. They hired artists, or the wife of the president, to suggest proper color combinations, new shades and new tints, and then brought out new styles in color combinations which shamed the rainbow. Their sales, in many cases, instead of increasing began to fall off and they wondered why. They changed color combinations, and still sales followed a downward curve. They began to get discouraged, until their sales managers pointed out a steady demand was still coming in for the pure colored products, and that if they concentrated on them they could show a profit.

What these concerns had tried to do was to jump from the first psychological stage of color acceptance to the second. By rushing ahead of the public's improvement in taste, or by bringing out colors which were not popular at the moment, they ran afoul of the transitional color stage, as it is called, in the public's acceptance of color.

## LOSSES IN THE TINT STAGE

In the transitional stage lies one of the serious danger zones of merchandising. It is the stage of inventory expansion where many businesses are bound to sink unless they can come together and formulate regulatory measures in order that their energies may not be dissipated. It is the tint stage which causes the manufacturers the greatest losses, and for three reasons; first, the consumer often is not educated up to the proper selection of colors and needs more personal selling service, which the retailer cannot give; secondly, styles in colors develop which, unregulated, cause selling waste, and thirdly, allied industries bring out colors which are not harmonious and pre-

vent the consumer from gathering a proper ensemble.

Take, for example, the kitchen in the tint stage. The housewife has chosen to make her color scheme in green. She starts to buy a green stove, a green icebox, green furniture, green cutlery, green linen, green dishes, etc. In the pure color stage she would find what she wanted in colors which would match because they were made from pure colors which have little variation. In the tint stage, however, she has a harder time. She may start with the stove as her basic motive, and go to the furniture next, or the icebox. She finds she cannot match them and then orders something special, or maybe discards the combination for another color. Or possibly, she shops around and buys a different brand of stove which will fit in with her color scheme, or an icebox. After enough people have come to the dealer with their color problems, the dealer tells the manufacturer that he must have more choice in colors, and the manufacturer is then up against production. This same buying psychology will also apply to the dining-room, bedroom, parlor, etc.; in fact, to all fields of merchandising.

A little knowledge is a dangerous thing—and this applies admirably to the color field. When people are first taught the advantages of the use of color, and then left to themselves, they are apt to run riot. They often sacrifice utility and comfort to the god of color, and carry it to extremes. There is the case of one woman who demanded purple ice-cream to fit in with her table decorations and temporarily disrupted the factory of an ice-cream manufacturer while he had to assemble the ingredients to make it. And also, the woman who dragged a dressmaking establishment clerk into the street while they matched up dress goods to go with her car, and then she returned the clothes because cloudy days spoiled the effect. The first introduction of color to the people always requires added personal explanations and personal service, because it is a period of education. To make the work of

the manufacturer as simple as possible, and save the retailer and the public needless confusion, he should get together with other manufacturers in his line of business, and in businesses which are allied to his, and decide on what colors he should bring out.

In the industries which have been the most active in the use of color, co-operation has been in effect for a number of years. The effects of the danger zone between pure colors and the tints have shown them the advisability of imposing some sort of self-regulation on themselves. This has been done to keep them from chaos, and to anticipate the trends in color fads and styles. Starting with the silk, woolen and cotton industries, and followed by the hosiery, shoe, leather and many others, they have all voluntarily formed agencies within themselves to regulate the colors which they will use, and, thus, have found a satisfactory solution to their problems.

#### WHY THE TEXTILE COLOR CARD ASSOCIATION WAS FORMED

These trades have accepted a standardization of color, instead of trying to originate for themselves, and have appointed a non-profit organization to control their color information. This organization is the Textile Color Card Association of the United States. Why it was formed, and how it operates, is briefly explained by Margaret Hayden Rorke, managing director. "Pure colors, such as red, green, blue, etc., do not ultimately satisfy people," she explained, "although at first they are pleased to get them. The greater personality of the tints and shades soon appeals to the people as their refinement of taste and appreciation of color improves through association with it. The pure color stage does not present very complicated merchandising problems, whereas the tints and shades do, because in them you get the workings of style and fashion. When any industry reaches the point where it begins to bring out products in tints and shades, it must organize with industries allied to it, in order to protect itself and give the con-



sumer better chances to get harmonious combinations.

"But the problem does not end there," Miss Rorke pointed out "as colors change with styles and some idea must be had of what are going to be future trends. Economic factors come in, such as the modern therapeutic idea of color which is being placed in hospitals, or events of world importance which call attention to foreign countries and colors they use. Twenty-five years ago, when germs were popular, white was considered the only color for proper sanitation, and hospitals, bathrooms and kitchens had to be white. Then doctors became interested in the eyes and found that white was hard on the eyes and recommended buff, and now we are introduced to colors of the nervous system with the resultant interest, which is just one example of how forces outside of business must be watched as soon as a business begins to cater to color."

From the foregoing statement, we can see that many businesses are coming into a phase of merchandising which will present problems that they have not had previously to encounter. Businesses which have not been subject to the influence of style and fashion, through addition of color to their products, are going to find themselves swayed by forces with which they never had to contend before. Tin pans, fixtures, building materials, and hundreds of other branches of business are going to find that style will be as important as utility and endurance. And where will this end? is the question. To find an answer, it will be necessary to study history.

History shows that no nation which has once developed a color sense has ever lost it through its own volition. Its loss has come through some outside force, such as conquest by another nation, pestilence, revolution or destruction by the forces of nature. In bygone days, nations displaced one another so quickly that no nation was able to retain its culture for more than from 200 to 600 years, without some other nation stepping in and taking the cream which its culture

had created. The same thing may happen to us, but it will probably not come in our day.

The present wave of color consciousness, in this country, originated from the same causes which started similar color waves in other countries. It has come as a result of a certain proportion of the people obtaining leisure time. Former nations obtained their leisure either through conquest of weaker nations, development of trade, or kindred reasons. In this country it has been a combination of two forces—trade and labor-saving inventions. In commenting on this development, Professor John S. Martin, of the Columbia University Art School, stated: "History has shown that a nation does not become color-conscious until it reaches a point where it has a large proportion of its people with leisure on their hands, and thus demanding luxuries. The progress of color consciousness is then in proportion to the leisure obtained by the different classes of people. It has only been since the war, however, that America has developed a large leisure class with money to travel and buy the best and thereby acquire a sensitiveness to color."

If leisure, therefore, is largely responsible for setting the stage for the present wave of color in this country, the question which naturally arises is how is it affecting our lives? A prominent interior decorator undertook recently to answer this question before a group of retail executives of several large department stores. "Get a woman out of her home," he said, "and when she returns she will bring back ideas to beautify and improve it. People must get away from their surroundings in order to draw comparisons, and leisure allows them to do this. Now leisure may be had in a number of ways. It can come from wealth, from doing necessary work in shorter time and from saving time which would otherwise be wasted. In the first instance, wealth itself is helping this country to develop a leisure class, in the second place, labor-saving devices are freeing the middle classes

from much drudgery, and thirdly, transportation is helping everyone to save time by cutting down the time it takes between points. 'All these forces are constantly at work, and at work toward one end, giving people a chance to enjoy themselves and wish for the better things of life.'

Women buy a very large part of all retail merchandise. This means, therefore, manufacturers must look to the effect of leisure on women more than on men. They must also be interested in how women are spending their free time and how that time compares with the time they had to themselves in former days. Having once obtained such an estimate, they can more readily judge the progress that any movement, such as the present color movement, will make.

An idea of the extent to which the modern home manager can respond to any effort directed toward her along beneficial lines is given by Katharine A. Fisher, director of Good Housekeeping Institute, who said, "Whereas the average home manager of twenty years ago spent the major part of her time on routine housework, she cannot be said to do so now. But the housework of twenty years ago cannot be compared to that of today because housekeeping activities now include few of the heavy, tiring labors which the older women had to do. This means that the modern woman not only has more leisure, but she can enjoy her leisure to better advantage because of her freedom from the fatigue caused by the former drudgery of housework.

"But also in the matter of leisure," Miss Fisher continued, "you can hardly draw comparisons because the home manager of today spends her time so differently as compared with the home manager of twenty years ago. The modern woman can do much more in the time at her disposal, because of improved facilities she has at hand in modern household equipment. Then, too, recreation and other interests in new forms, such as the radio, are brought right to her in her home while she is at work or at leisure.

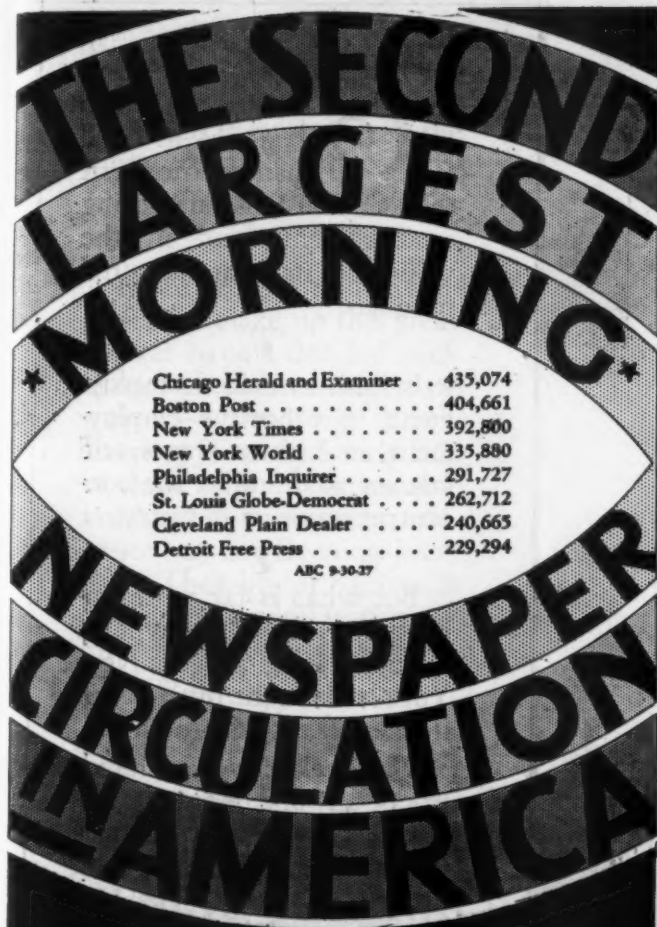
We, therefore, see that conditions are working toward a more receptive attitude of the better things of life. Hard times may come and affect the wealth of the country, which will set back that particular type of leisure, but it will not affect, to as great an extent, the decrease of labor in the home, which the introduction of machinery brought about in recent years, nor a curtailment in rapid means of transportation. These last two factors will tend to carry on the present leisure trend, although the people may not be as able to avail themselves of these benefits. And, besides, psychology shows that once people have gained a step up in culture, although they may be prevented from exercising it at times, they rarely lose it. Therefore, any ground gained in color and beauty would be held through periods of depression, only to crop out again in better times.

Eminent artists tell us that we are developing a new style of art—that we are coming into a new renaissance. An epoch in art, they say, does not come as the result of the genius of one or two people, but rather as the result of public demand being interpreted over a period of time. This present color wave is coming from the public and artists are striving to sense the pulse of the movement and interpret it in a popular manner. In its formulation stage, manufacturers can do nothing more than follow along, not pushing ahead too fast, and not over-extending themselves too much. The color hunt is on and the hunters must follow the hounds, lead where they will. Those who get ahead of the hunt may find it has turned off and left them, whereas those who try to tell the hounds where to go may only create confusion.

#### George Schiesser, Space Buyer, Charles C. Green Agency

George Schiesser has been appointed space buyer of the Charles C. Green Advertising Agency, N. Y. He was formerly with the Blackman Company, New York.

The name of the Capital Advertising Service, Albany, N. Y., has been changed to Joseph B. Carey.



★ Standard Size Newspapers

## THE CHICAGO HERALD *and* EXAMINER

National Advertising Manager—J. T. McGIVERAN

EUCLID M. COVINGTON

T. C. HOFFMEYER

285 Madison Avenue, New York

625-6 Hearst Bldg., San Francisco

THE New York market leads America in total manufacturing, in the number of manufacturing establishments and in the value of its manufactured products.



It leads in skilled employment, in executive employment, in highest wages and salaries paid and in the concentration of its industry.



But what is far more important, from the viewpoint of purchasing power, New York leads in the diversity of its manufactured products.

The slackness, or even failure of any one or two industries does not materially affect the mass buying power of the market.



A market so dominant, so great, as to defy comparison *must* contain the greatest selling opportunities in the country. This is true, and yet

New York is not a difficult market to sell in. Highly approached it can be made the most profitable selling territory for any manufacturer.



More than two million families who make up this great market have a decided preference for one evening newspaper—the New York Evening Journal. Nearly half of those who buy any standard New York evening newspaper buy the Evening Journal. They buy it because it contains news and features of interest to every member of the family.



CIRCULATION FOR SIX MONTHS ENDING  
MARCH, 31, 680,115 DAILY NET PAID

## NEW YORK EVENING JOURNAL

*Greatest circulation of any evening newspaper  
in America and a QUALITY circulation at  
THREE CENTS a copy daily and FIVE  
CENTS a copy Saturday*

913 Hearst Building  
Chicago, Ill.

General Motors Building  
Detroit, Mich.

2 COLUMBUS CIRCLE  
New York City

# Now, the greatest circulation in its history and the greatest circulation in Michigan

Year after year the circulation figures of The Detroit News have shown that the new accretions of Detroit's population accept as their home newspaper the favorite newspaper of the older residents. Thus The News has grown in popularity until today it is to be found in four out of every five Detroit homes where any English newspaper is taken. During the last eight years the circulation growth of The Detroit News has been particularly marked. The circulation for the six months ending April 1, 1928 is the largest in the history of The Detroit News either weekday or Sunday, and it is interesting to note that this circulation is the largest in Michigan either weekday or Sunday.

## *Circulation Statements to the United States Postoffice*

	Weekdays	Sundays
April, 1920 .....	239,253	217,128
April, 1921 .....	228,244	232,965
April, 1922 .....	225,279	243,232
April, 1923 .....	282,940	248,540
April, 1924 .....	273,135	279,822
April, 1925 .....	279,191	297,678
April, 1926 .....	303,598	333,802
April, 1927 .....	320,970	353,989
April, 1928 .....	336,431	356,191

# The Detroit News

The HOME newspaper

Member of 100,000 Group of American Newspapers

New York Office

I. A. KLEIN, 50 E. 42d St.

Chicago Office

J. E. LUTZ, 6 N. Michigan

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# "Gollymosis"—An Insidious Complaint of Salesmanship

Do Four Out of Five of Your Salesmen Suffer from a Profanity Complex?

By Laurence G. Sherman

Vice-President, The Walter A. Allen Agency

ONE of the protective devices suggested for executives is a "company" chair fastened fifteen feet from the desk, so that visiting salesmen cannot intrude their halitosis affliction on the man who has to listen to them all day long. But there is no device yet invented that will filter sulphurous comments from the speech of the boys with the sample cases; and in some outstanding instances, such an appliance would be welcomed with heart-felt relief. Every interviewer of salesmen knows two or three notable exponents of lurid language whose calling cards bring on an involuntary wincing of the ear drums in anticipation of the forthcoming ordeal.

Any sales manual will stress the importance of a clean collar, a fresh shave, a shine, impeccable linen, and all the externals that bespeak the dignity and standing of the house represented by the salesman. Yet while acknowledging the essential need of these attributes of salesmanship, the hardly less vital necessity for tuning the speech to the ear of the prospect is passed somewhat jauntily by. Profanity is one of the eccentricities of mankind that is readily excused by the user thereof, while at the same time it is inwardly condemned in another.

Just the other day a client was explaining to me the virtues of a certain device our agency is advertising for him. "I'm not knocking competition, you understand," he said. "But ———, we've got every ——— thing the others have, and a ——— of a lot more than most of them. Why, there isn't one that has the double return pipe feature, and you know ——— well what that means." And so forth and so on. All the

time he was speaking I was conscious of a little line between my eyes, denoting a mild repugnance for the unnecessary embellishment of his speech.

A half hour later a missing paper which had mislaid itself with fiendish ingenuity elicited two or three uncalled-for comments from my own chaste lips, and even as I relished the salt smack of the words, it dawned on me that I was using practically the same language that had affected me somewhat adversely only a short time before. And I wondered if there aren't a good many men about the country who will let fly a good round oath on occasions, but who at the same time will shrink from the same oburgatory efforts on the lips of others. Of course, there are times when a bitter-flavored interjection adds immensely to the dramatic force of a situation; and to lop off all picturesque verbal embellishments would be to rob a man of an arsenal of potent weapons. But they are weapons which are potent only as they are reserved for very special events, such as the forceful impact of a knee-cap against a desk drawer pull, or similar occasions which call for immediate and vivid expostulation.

## FIREWORKS OF PROFANITY

Constantly to set off Roman candles and pinwheels of profanity without provocation is to be left gasping when a crisis arises which calls for drastic elocution. Prodiggally used, profanity is only a dilution of language instead of a support to eloquence.

There is nothing in the average salesman's call, however, that indicates a need for embroidery in the way of explosive whatnots. When I hear needless and totally



gratuitous profanity, it affects me somewhat the same as seeing a man dunking his cookies in his coffee. It's not so much a moral lapse as a social fault. Every uncalled for expletive strikes a tiny blow on a spirit which I stoutly aver is not sensitive. It grates a little, something like drawing the finger nails along the bottom of a rusty tin pan.

I don't believe it's preaching in a falsetto voice to suggest that the boundless reservoirs of colorful words in a salesman's kit of verbal tools be dammed a little more effectively. If it were necessary or even helpful, there wouldn't be any serious objection. But it doesn't do any good. It doesn't prove anything, except that the salesman is discounting his polished exterior by disclosing a rather slovenly and meager vocabulary. As a sales help, Gollymiosis is in about the same class as dirty finger nails or a sweat-stained hat band.

Another trait, which is not as casually exposed to public view, but which is often an extremely grave fault when it does crop out, is the propensity on the part of some salesmen to retail rather musty anecdotes. I have found that it is never safe to encourage a story-swapping bee, for the reason that when it once is inaugurated as an institution with any salesman, it is a safe bet that every time he comes in I will have to listen to two or three screamers that like as not would gag an ostrich. I'm far from being a prude, and believe firmly that some of the world's most inextinguishable humor is unprintable. But there is a wide difference between the unprintable story that is witty and subtle on its own intrinsic merits, and the one that depends on a mere barnyard climax for its humor. Unfortunately there are ten of the latter for every one of the former.

I don't think it's such a far-fetched guess that the hasty "nothing doing today" in many cases is a barrier thrown up as a protection from an avalanche of dreary smoking-car stories that haven't even a virtue of being mildly funny

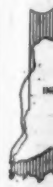
to redeem them from being flagrant time-wasters. Of course, there are prospects who dote on muddy narratives. But if I were a salesman, I'd be pretty sure of my man before I sprang a raw one. And I certainly wouldn't get in the habit of voluntarily telling a couple, no matter how many times I had called on a man. I'd wait for some indication that my powers as a raconteur were in demand.

I used to know an office supplies salesman who could be depended upon to uncork a couple of the latest every time he came in; and I grew to detest that man with all the venomous spleen of a meek spirit that is crowded too far into a corner. It wasn't that I was a puritan, but simply that his stories were infallibly in perfectly rancid taste, and to try to smile even faintly led to mental regurgitation and self-loathing for being such a hypocrite as to force a painful grin.

#### IT DEPENDS ON WHO DOES THE SWEARING

I suppose it would be a natural thing for any man of robust speech to say that this viewpoint is one of a straight-laced, narrow-chested crank. In the amazing state of flux of modern customs, a little item like fluency in a strong language might be regarded as a social asset instead of a blemish. To which I can only say that I can swear to my heart's content, and find satisfaction in the sonorous words that roll from my tongue. But I recoil, inconsistently enough, from having you fall to ripsnorting and brimstoning when you're sitting by my desk. If I let fall a choice comment that would raise a blister on a mule's hide, and one of the stenographers overhears me, I don't feel particularly abashed. But if you, as a visitor in the office, shoot off a verbal fusee, I regard it as an unwarranted liberty. An invasion of the private family circle, as it were. It doesn't indicate a high degree of respect for me or my organization. Which is most inconsistent, but quite human.

Aside from that aspect of it, it tends to cheapen a man and the



**NEWS**  
**City Circulation**  
**gives over**  
**83%**  
**coverage!**

**T**he INDIANAPOLIS NEWS has over 83% coverage of all families in Indianapolis and Marion County—which, from the advertiser's viewpoint, is practically 100% coverage of all worth-while families.

And over 93% of this circulation is *home-delivered* by regular carriers to regular subscribers—a permanent audience for advertisers.



**The INDIANAPOLIS NEWS**  
*sells The Indianapolis Radius*

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL  
 110 East 42nd St.

Chicago: J. E. LUTZ  
 The Tower Bldg.

NEWS 1927 LINEAGE LEADERSHIP WAS THE GREATEST IN HISTORY

organization he represents. Somehow when I hear an outsider given to strange oaths and off-color stories, I have a mental picture of his home office as a kind of shipping room, littered with cigar butts, and with convenient sawdust-filled boxes about the floor. It's all very unjust and unwarranted to have such thoughts, I dare say, but the impression persists. It just starts a man off with a handicap that is hard for him to remove.

So Gollymiosis is a drag on a man's sales performance that he needs tolerate no longer than he wishes. And in ridding himself of it, he won't have lost a bit of sales ability. As a matter of fact, it will probably drive him to use more language that really means something, as the meaningless embellishments are weeded out.

All of which constitutes a ponderous sermon; but it is apparent that a little introspection on these rather personal lines might be helpful in overcoming two drawbacks in salesmanship that manicurists, bootblacks, and a schoolboy complexion can't entirely offset. After all, a salesman's personality is one of his most precious assets; and he really can't afford to tarnish it in anyone's eyes by permitting unnecessary defects to exist. He may be cross-eyed or have big ears and still be forgiven; but a slipshod tongue is his own lookout, and it's so easy to talk himself out of the good graces of a buyer that the safe thing to do is to stick more or less to the "yea, yea" and "nay, nay" of Holy Writ—with the judicious addition of straight selling talk, omitting experiments in the way of fancy flavoring that may be unsuited for his customers' digestions.

### Brunswick-Balke-Collender Sales Reported

The net sales of the Brunswick-Balke-Collender Company, Chicago, phonographs, billiard tables, etc., were \$27,891,919 for the year ended December 31, 1927, compared with \$29,017,124 for the year 1926 and \$23,371,968 in 1925. The net profit, after charges and Federal taxes, was \$2,069,853 for the year 1927, \$2,553,809 for the year 1926 and a loss of \$743,210 for 1925.

### Holding Company Takes Over United Publishers Corporation

Control of the United Publishers Corporation, New York, has been acquired by the United Business Publishers, Inc., formed under the laws of Delaware. The purpose of the new corporation is to hold controlling interests in business papers and it starts with ownership of 95 per cent of the common stock of the United Publishers Corporation, with which the officers of the new corporation are associated.

These officers are: A. C. Pearson, chairman of the board; Fritz J. Frank, president, C. A. Musselman, vice-president; F. C. Stevens, treasurer, and Arnold L. Davis, secretary. Mr. Pearson, Mr. Frank, Mr. Musselman and Mr. Stevens hold similar offices in the United Publishers Corporation.

The officers of the new corporation also constitute its board of directors. The personnel and management of the United Publishers Corporation will continue as before with its board of fifteen directors unchanged. In a like manner, any other institution that might be acquired will be operated under its own name.

Financing of the United Business Publishers, Inc., will be effected through the flotation of \$2,175,000 fifteen-year 5½ per cent notes. In addition there have been issued \$3,841,900 of 7 per cent cumulative preferred stock and 137,012 shares of no par value common stock. It is understood that a large majority of stockholders in the United Publishers Corporation traded their common stock for preferred and common stock of the holding company.

In addition to real estate holdings, printing plants and other services, the United Publishers Corporation owns the following publications:

*Dry Goods Economist; Iron Age; Jewelers Circular; Dry Goods Reporter; Boot & Shoe Recorder; Hardware Age; Optical Journal; Automobile Trade Journal; Pacific Coast Merchant; Motor Age; Automotive Industries; Motor World Wholesale and*

*Drygoodsman; Operation and Maintenance; Commercial Car Journal; Petroleum Register; Oil Field Engineering; "Automobile Industrial Red Book"; "Chilton Catalogue & Directory"; "Hardware Catalogue," and the Hart Magazines.*

In addition the United Publishers Corporation owns jointly with the McGraw-Hill Publishing Company, *Ingeneria Internacional, The American Automobile and El Automovil Americano* and has a two-thirds interest in *Distribution and Warehousing.*

### Edward McKernon, Publisher, Hearst Paper at Rochester

Edward McKernon, who has been with the Associated Press for twenty-five years, has been appointed publisher of the Rochester, N. Y., *Evening Journal and Post-Express*. For the last seven years, Mr. McKernon has been superintendent of the Eastern division of the Associated Press.



©THE CONDÉ NAST PUBLS. INC.

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## In 1926 . . . House & Garden

published more lines of advertising  
than any other monthly magazine  
in America.

## In 1927 . . . House & Garden

again published more lines of ad-  
vertising than any other monthly  
magazine in America.

## In 1928 . . . House & Garden

still continues to publish more lines  
of advertising than any other  
monthly magazine in America.

.. and ..

each new advertising page increases the service  
and intensifies the interest of this magazine.  
For House & Garden's pages are used as a guide  
to those buyable things which people of means  
consider vital to . . . may we use Vogue's five-year  
old phrase ? . . . "The Art of Gracious Living."



# Delineator

*Steps* (with STYLE  
and BEAUTY)

*Into the  
Two Million Group*

OF course that headline is somewhat of an exaggeration. Delineator cannot guarantee two million net paid. Not quite yet. But here is the print order for the issues since the 10 cent price went into effect:

March . . . . . 1,650,000\*

April . . . . . 1,901,000

May . . . . . 2,001,470

The main point to emphasize, however, is that Delineator is making this great progress with its STYLE and BEAUTY appeal, the modern appeal, absolutely intact. Firm, indeed, is Delineator's purpose . . . to bring the ART OF GRACIOUS LIVING to a constantly increasing number of American homes.

*And . . . as you know, its advertising increases, too, are rather spectacular. March showed an increase in advertising lineage over last year's corresponding issue of 25%; April, 40%; May, 46%.*

\*Net figures will be released as soon as they are available

# Delineator

Established 1868

THE BUTTERICK PUBLISHING COMPANY

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**Yesterday the Atlantic  
had never  
been spanned  
from East to West  
—today it has  
been crossed  
by the intrepid  
“Bremen” crew  
—stories change  
as do conditions  
—in Detroit  
the Times has  
changed the  
newspaper story**

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# What Is the Census of Distribution All About?

Some Extracts from a Congressional Committee Hearing Which Cast Light on the Purpose and Scope of This Proposed Census

[EDITORIAL NOTE: The following, whose names appear in the testimony in this article, are members of the Committee of the Census of the House of Representatives:

E. Hart Fenn, Connecticut, Chairman.  
John E. Rankin, Mississippi.  
Mrs. Florence P. Kahn, California.  
Henry D. Moorman, Kentucky.  
Lloyd Thurston, Iowa.

Those who testified before the Committee were:

Frank M. Surface, Assistant Director, Bureau of Foreign and Domestic Commerce.

Dr. Joseph A. Hill, Assistant to the Director, Bureau of the Census.

John A. Matter, U. S. Chamber of Commerce, Domestic Distribut on Dept.]

FOR over a year there has been considerable talk regarding the need for a census of distribution. Matters have now reached the stage where a Congressional Committee—The Committee on the Census of the House of Representatives—is holding hearings on H. R. 393, a bill which provides for the fifteenth decennial census, and which takes in this proposed census of distribution. In fact, a good portion of the hearings have been taken up exclusively with the distribution census.

This distribution census has distinguished support. Secretary Hoover is entirely convinced that there is a vital need for it and has written to the chairman of the Committee on the Census summarizing briefly his reasons for supporting the proposal. In this letter Mr. Hoover said, in part:

... it is certain that there is relatively little specific information on the distribution of commodities. We do not even know the volume of our retail trade nor can we guess at it within \$10,000,000,000. To the best of our information there are upwards of 1,482,000 retailers and some 82,000 wholesalers engaged in our domestic business. These men collectively and many of them individually have approached the Department of Commerce asking for some fundamental statistics regarding their operations. They are convinced that large economies could be brought about if such information was available. We believe that these men are entitled to some assistance from the National

Government in a task which they can not perform for themselves. For this reason, we have suggested to you that provision should be made in the next decennial census for a census of distribution in addition to the regular censuses which have been taken in the preceding periods.

In order that we might have some experience in the kind of information which could be developed in a national census of distribution and also in order that business might see whether such data would be of use, we carried out a few experiments last year. Experimental censuses of distribution were taken in some eleven cities of different sizes and in different parts of the country. These experiments were made possible through the material co-operation of various private agencies, including the Chamber of Commerce of the United States and the Chambers of Commerce in the various cities where these censuses were taken.

These experiments were undertaken with the guidance of a special committee of sixteen men of professional economists, Government representatives, and practical business men. After these censuses had been completed, this committee met last fall in West Baden, Ind., and after a very careful examination of the results, particularly with reference to their value to business, the committee voted unanimously to recommend to the Department of Commerce the desirability and urgent necessity of a national census of distribution. This action was later approved and ratified by the board of directors of the United States Chamber of Commerce. We have also received many similar resolutions from other business organizations urging the necessity of the work.

I shall not prolong this statement with any attempt to point out the usefulness of these data, but I would like to suggest one or two items which seem to me particularly significant.

In Baltimore, 33 per cent of all the retailers in that city did a gross business of less than \$5,000 per year. That means that the total sales in these stores average less than \$100 a week. Fifty-five per cent of the retail stores did less than \$10,000 worth of business a year, or less than \$200 gross sales per week. This is starting wholesalers to considering how much of a high-priced salesman's time should be devoted to visiting such stores. It bids fair to be of assistance in pointing out some of the wasteful practices in our distribution system. Many other similar points could be pointed out.

It is our feeling in the department that a national census of distribution would form the foundation for a marked advance in the efficiency of our marketing system, and I trust the committee

will give careful consideration to the advisability of including it in the next decennial census.

In those few paragraphs Mr. Hoover gives an excellent picture of the circumstances which led business economists and statisticians to give thought to the compilation of a census of distribution. The question that now arises is: What will this proposed census take in? What sort of figures do its proponents want to collect, exactly how will the collection of these figures aid business men to eliminate distributive wastes, and what will be the cost of such a census?

These questions and others allied to them are answered in the testimony to which the House Committee has listened. As might be expected, the testimony covers many printed pages and the hearings are not yet completed. However, it has been possible, by making extracts from the testimony already given, to obtain a reasonably clear picture of what this proposed census is all about. These extracts follow:

*Mr. Surface:* Our bureau is interested in this census of distribution, because we are studying problems of marketing and distribution from the angle of the elimination of waste, and attempting to assist distributors to better their methods in various ways.

Now undoubtedly the matter has been brought to your attention many times that the margin between the cost to the producer and the cost to the consumer is too large. We have a lot of propaganda on that matter. That is undoubtedly true. There is a large margin in there. We have made some rough estimates of it.

*The Chairman:* You mean the producer, the manufacturer, and the ultimate purchaser?

*Mr. Surface:* Yes, sir. There is a large margin in there. We have made some estimates to the effect that there is wasted at least \$8,000,000,000 in unnecessary cross-hauls and unnecessary motions in the matter of distributing products in this country. That I think is very conservative, yet it is double our total export trade. . . .

Now it is our experience from the studies we have made that the thing we need is to eliminate some of this waste in distribution; and the thing we need to do that, is more information. We have no statistics regarding the volume of trade, or practically no statistics at all on distribution. We have lots of material on production. The census of manufactures every two years takes an inventory of our production activities, but there is not a single commodity you can follow through from the producer to the retailer. We lose sight of every commodity once it is produced. . . .

What I am arguing is that we need more information about the process of distribution, that we have almost no information on it at the present time. We have information on agriculture. We have information on manufacturing, but when it comes down to the things going through the retailers and wholesalers, we have no real information about what is taking place.

We have chain-store development, co-operative wholesale buying, hand-to-mouth buying, and we are trying experiments in this direction and that. We are getting chains of department stores, and it appears we are trying to find out how best to do these things. We have no information to guide these experiments. As a matter of fact it is working in the dark. If we could have real information as to the volume of business and the outlets through which it passes, it would be of the greatest assistance to distributors in putting their houses in order, in aiding and lowering the margin between producer and consumer.

*Mr. Rankin:* I would like to ask you some questions. First: You want to take a census of distribution. How far do you want to go? Do you want to trace this distribution to its ultimate destination in foreign countries?

*Mr. Surface:* No, sir. This refers only to a domestic distribution. We know something about distribution of foreign trade. That is the only part of our production that we do have figures on. We

IN CHICAGO the tire market is highly competitive. Experience is the tire advertiser's guide and results his criterion. The Chicago newspaper which leads in tire advertising may safely be accepted as having very definitely proved its superior productivity.

Therefore, the tire and tube lineage totals for 1927 in Chicago are quite significant:

CHICAGO EVENING AMERICAN	124,471 lines
Second paper . .	121,924 lines
Third paper . . .	85,804 lines
Fourth paper . .	47,464 lines
Fifth paper . . .	5,691 lines
Sixth paper . . .	3,324 lines

## National Advertising Executives

RODNEY E. BOONE  
*General Manager*

National Advertising  
9 E. 40th Street  
New York City

H. A. KOEHLER  
*Manager*

Chicago Office  
929 Hearst Building  
Chicago

W. M. NEWMAN  
*Manager*

American Home Journal  
1007 Hearst Building  
Chicago

F. C. WHEELER  
*Manager*

Automotive Advertising  
901 Hearst Building  
Chicago

L. C. BOONE  
*Manager*

Detroit Office  
Book Tower Building  
Detroit

S. B. CHITTENDEN  
*Manager*

Boston Office  
5 Winthrop Square  
Boston

CONGER & MOODY  
*Representatives*  
on Pacific Coast

927 Hearst Building  
San Francisco

FRED H. DRUEHL  
*Manager*

Rochester Office  
136 St. Paul Street  
Rochester, N. Y.

KENNETH J. NIXON  
*Manager*

Atlanta Office  
82 Marietta Street  
Atlanta, Ga.

# CHICAGO AMERICAN

*a good newspaper*

know absolutely where the products go that are exported from this country. We do not know about the products in this country, or how they reach the consumer. That point is to determine the amount of business, the amount of business done by retailers, by wholesalers, the number of them, distributors, and jobbers.

*Mr. Rankin:* What articles do you propose to include in this?

*Mr. Surface:* It is a long list of articles. There are some seventy.

*Mr. Rankin:* I am interested particularly in agricultural products. I want to know what agricultural products you have.

*Mr. Surface:* Here is the long list on the questionnaire that was used. Many of these are manufactured products. This is the way in which the products reach the consumer. Here is tobacco production, all of those things which come from agriculture are specified as groceries, hay and grain feed, etc.

*Mr. Rankin:* I glanced over that list and you left out America's greatest commodity, and that is cotton. Why was that done?

*Mr. Surface:* Cotton does not go to the consumer as cotton. It goes as cotton goods. You have that here.

*Mr. Rankin:* Your proposition is to take the manufacturer and give his distribution, but you do not give the distribution as to the producer of raw material.

*Mr. Surface:* We have that information fairly well. We know the consumption of cotton by the cotton mills. The Bureau of the Census already compiles that information. That is where your cotton goes. Nobody buys cotton to use as cotton.

*Mr. Rankin:* Take cottonseed production. That is about the third or fourth largest crop in America. What do you propose to do with that?

*Mr. Surface:* I doubt if there is anything in here which will show that, because most of that does not go directly to the consumer. I think the Bureau of the Census compiles information on cottonseed products, fats and oil.

*Mr. Rankin:* Take this cotton-

seed proposition. You can take these figures and read them until doom's day, and you can not arrive at anything like a definite conclusion as to the amount of cottonseed that is produced. The thing we want is a census of distribution of this material up to the time it goes into the hands of the manufacturers, and then if you want to carry it from there on that will be all right.

*Mr. Surface:* That is a very important phase that should be covered, to my mind. I think the distribution of industrial products would be the way to get at it, that is, the products which industry buys, where they buy them and how much.

*Mr. Rankin:* Why could you not take it in this way: Get the distribution of all farm products as far as they go as raw materials, until they go in the hands of the manufacturers?

*Mr. Surface:* That will be possible.

*The Chairman:* Is not that already in the bill?

*Mr. Rankin:* I do not think so.

*The Chairman:* That goes to the primary product.

*Mrs. Kahn:* I think that is covered.

*The Chairman:* When this product gets to be Quaker Oats it becomes a grocery, and then it goes to the retailer.

*Mr. Surface:* You can go to The Quaker Oats Company and find out how much oats they bought.

*The Chairman:* You are going to take ultimate distribution?

*Mr. Surface:* Yes.

*Mr. Rankin:* brought in another phase which was not included—distribution to industry. The manufacturers buy certain products which they use to make other products.

*The Chairman:* Do you not think this bill would be broad enough to ascertain what Mr. Rankin asked?

*Mr. Surface:* It is my understanding it is.

*Mr. Rankin:* Do you not think it would be better to write it in the bill so we would be dead sure?

*Mr. Surface:* I am sure you



**T**HE WORLD weekdays  
has more circulation in  
New York City than any  
other standard sized morn-  
ing newspaper.

Its city circulation on  
Sunday is within 2,000  
copies of the city circulation  
of *The Times* and *Herald-  
Tribune* COMBINED.

**The**  **World**  
NEW YORK



rising advertising tide flows to



**Borden's Eagle Brand Condensed Milk**  
This ad is from the current issue of True Story. Other regular advertisers are:

Carnation Milk  
Jello  
Fleischmann's Yeast  
Maxolin  
Post's Bran Flakes  
Lux Soap and Flakes  
Lint  
Florida Citrus Exchange  
California Fruit Growers' Exchange  
American Soap and Glycerine  
Products' Assn.  
Northam Warren  
Daggett & Ramsdell  
Andrew Jergens Co.  
Pond's Extract Co.  
Squibb's Dental Cream  
Dr. Lyons Tooth Powder  
Forhan Company  
Pepodent  
Wildroot  
Mennen Co.  
Djer Kiss  
Vaseline  
Eveready Flashlights & Batteries  
Wm. Rogers & Son Silverplate  
Frigidaire  
Fifth Avenue Corset Co.

# Borden finds make

A HOARY, white-whiskered advertiser, indeed! Y Borden has just found some 2,000,000 families who never read their beautiful magazine ads before!

What a sales opportunity!

## Wage Earners The New Market

These 2,000,000 new families are mostly Wage Earners.

Once, advertisers left them entirely out of their calculations. They were not the best prospects for advertised brands.

Since the war, however, union wages have increased 259.6%. The Wage Earners are thronging our main highways, overcrowding

# True Story

"THE ONLY MAGAZINE THAT"

ow to the new wage earner market

# OPEN a new market

colleges. And making  
sales records for adver-  
tisers talking to them.

Only One Magazine  
Sells The Wage Earners

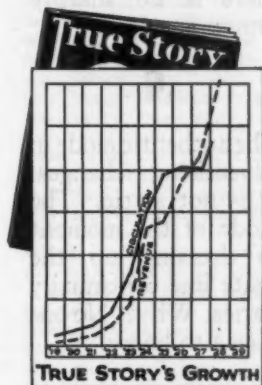
Magazine advertisers can-  
not reach them, to any  
extent through the old  
established magazines.  
These publications, like  
their advertisers, talk only  
to the once privileged  
"white collar" classes.

Only True Story concen-  
trates in the new Wage  
Earner market. Because  
only True Story is edited  
specifically for it.

And, at the left, the names  
of some of the venerable  
advertisers now using True  
Story exclusively to reach  
the new Wage Earner  
market.

# True Story

THEY READ"



## WRITE FOR NEW MARKET NEWS

More than two thousand ex-  
ecutives read this economic  
report service each month.  
It summarizes current data  
on the economic status of the  
Wage Earner.

Authoritative figures on em-  
ployment; detailed reports  
of wage adjustments; new  
facts on living and buying  
habits; complete information  
is presented in readable sum-  
maries illustrated by charts  
and tables; file size and worth  
filing.

Because the new Wage Earner  
market is 65% of the na-  
tional urban market, *New  
Market News*, the only special  
market report service cover-  
ing this field, deserves the  
attention of every national  
merchandise.

The current issue will be  
mailed to you upon request to  
True Story, 1928 Broadway,  
New York City.



**W**HAT is good advertising? A question to which there is no sharply drawn answer.



The authentic mode in advertising changes. It is not static. The mode of the moment in dressing up the agate line continually varies. Why? No one seems to know.



Yet when it is said "that is a good advertisement" advertising men understand what is meant, and when we say that your own good advertising if appearing in Detroit in The Detroit Free Press as a means to an end in selling, will be properly com-

panioned, you will understand the significance of the phrase.



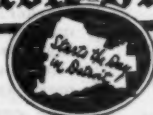
We are venturesome enough to say that *all* good advertising published in Detroit appears in The Free Press.



This is decidedly helpful in creating an impression. Besides you will be next to good reading matter, and you will have an early morning audience with practically every worth-while advertising-to home in the entire Detroit market.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

could not please the people any better than to do that.

*Mr. Moorman:* How does the distribution feature of the bill work with reference to tobacco? What facts and figures will be shown with reference to tobacco under the bill?

*Mr. Surface:* These experimental censuses only refer to manufactured products, cigars, cigarettes, manufactured tobacco, snuff, etc., showing the volume of sales, the stores through which it is sold, and I might refer to the fact in Baltimore it shows cigars and tobacco products go through nineteen different classes of outlet, including toy stores, theatres, all kinds of things which bring out information which was not known before.

*Mr. Moorman:* I am not interested in what was shown in these particular censuses that were taken. I am asking you in the event the law is passed as written here, with reference to distribution, what will be shown as to tobacco.

*Mr. Surface:* It is my understanding it would show the purchases of tobacco by manufacturers. Then we would have the sales of tobacco products from the manufacturer, from the wholesaler, from the retailer, and locality where it was done.

*Mr. Moorman:* Is that all it would show as to tobacco?

*Mr. Surface:* That with various other features, amount of labor employed in such stores; also wages and subsidiary things.

*The Chairman:* It would include everything with relation to distribution.

*Mr. Surface:* It would not include everything. It would go a long way in that direction.

*Dr. Hill:* Possibly there may be a little wrong idea about this census, from the use of the word "distribution." We do not want to trace the distribution of the product from factory to consumer through its various channels.

*Mr. Surface:* No; we find the amount that goes through the different channels. We are not tracing the identity of one parcel of tobacco after it leaves the

farm until it is sold in the store.

*Dr. Hill:* It is a census of the wholesale and retail trade.

*Mr. Matter:* In arranging for the schedules which we were to use in taking the census we had one basic factor in mind, and that was to ask as few questions as possible that would be basic and the answers to which we would want 100 years from now as well as today. In other words, 100 years hence we will want to know how many retailers, how many wholesalers, how many co-operatives there were; we will want to know what the total sales were through each channel; we will want to know the average inventory for the year and then also want to know the relation between salaries and wages paid to the entire sales force to net sales.

So with that end in view we attempted to devise about forty-eight classifications of stores. We found out that as a result of the different conditions prevailing throughout the country all of those schedules would not apply.

So, in order to arrive at schedules which would be for the most good for the greatest number we considered that we should have about forty-five or forty-eight.

The hardest part to determine would be with reference to the retail and wholesale classifications, different classes of merchandise. When I say classifications of merchandise I do not mean with reference to a chair and a table as such, but furniture for the house, or furniture for the office; or meat, poultry, and fish. And, in going to the records in the first city, which was Baltimore, we found that the great mass of retailers, those dealing in food products were unable to give us even an accurate figure as to their total sales. So, in order to determine it we had to arrive at these different classifications.

Today, a drug store is no longer a drug store, and a hardware store is no longer a hardware store. We asked them to check the various items of merchandise in which they were dealing so that we have a picture now in the eleven cities of the number of outlets for mer-

chandise, but we have no completely accurate statistics as to the volume of sales of each class of merchandise, through those types of stores. . . .

**Mr. Thurston:** Let me make this illustration: Suppose that we have an article that is called a novelty. That might be sold in a drug store, a 10-cent store, or in a general store. If you have a quantity output of that from the factory would not that be more accurate than trying to trace that around through a miscellaneous group of stores?

**Mr. Matter:** It would be but we are not interested so much in the quantity output. We have that. We want to get information from the merchant who is handling that particular article after it leaves the manufacturer or the producer. . . .

The following figures were submitted to the committee as an estimate of the cost of the distribution census:

Census of distribution (field):	
Compensation of enumerators (details of expenses submitted in separate statement; Exhibit C . . . . .	\$1,500,000
Compensation of supervisors . . . . .	180,000
Salaries of Clerks . . . . .	280,000
Miscellaneous expenses . . . . .	40,000
Total distribution (field) . . . . .	2,000,000
Distribution division:	
Administrative . . . . .	200,000
Handling schedules . . . . .	550,000
Tabulation . . . . .	150,000
Result work . . . . .	300,000
Miscellaneous . . . . .	50,000
Total . . . . .	1,250,000
Grand Total . . . . .	3,250,000

### Buy Control of Glens Falls Papers

J. Irving Fowler has sold his interest in the Glens Falls, N. Y., *Post-Star and Times*, to a group of local men who now control these papers. Mr. Fowler has been treasurer and general manager of the company publishing the *Post-Star and Times* since 1915.

The board of directors of the purchasing group includes Arthur P. Irving, George F. Bayle, Sr., Louis F. Hyde, Louis M. Brown, Arthur W. Sherman and J. Edward Singleton.

### Course of Lectures for Art Directors' Exhibition

A course of four lectures will be given by the Art Directors Club of New York, during its seventh annual exhibition of advertising art, to be held from May 3 to 29. Guy Clark, art director of Street & Finney, is chairman of the lecture course committee.

B. Vaughn Flannery, art director of N. W. Ayer & Son, Philadelphia, will give the first lecture, May 7, on "Shall We Join the Ladies?" Paul T. Frankl, president of the Frankl Galleries, Inc., will speak, May 14, on "What Is Modern?"; Myron Perley, art director, Lennen & Mitchell, Inc., May 21, on "Off My Chest," and Dr. John Broadus Watson, vice-president, J. Walter Thompson Company, May 28, on "How We Behave Toward Advertisements."

### Diamond Motor Parts Buys Gill and Schlieder Companies

The Diamond Motor Parts Company, St. Cloud, Minn., has taken over the business of the Gill Manufacturing Company, Chicago, piston ring manufacturer, and the Schlieder Manufacturing Company, Detroit, maker of valves. The new corporation will be headed by G. O. Bouthinon, as president and general manager. E. J. Smith, formerly president of the Gill company, will be vice-president in charge of sales.

### H. A. Stebbins Transferred by Honig-Cooper Agency

H. A. Stebbins, secretary and head of the division of crafts of the Honig-Cooper Company, Inc., San Francisco advertising agency, has been transferred to the Los Angeles office of that agency as director of crafts, effective May 1. He has been away from active duty for about two years, due to ill health.

### To Represent "The Welding Engineer"

Miles C. Smith has been appointed Pacific Coast representative of The Welding Engineer Publishing Company, Chicago, publisher of *The Welding Engineer*. He will have his headquarters at Los Angeles and will cover California, Oregon and Washington.

### "Judge" Opens Office at Detroit

*Judge*, New York, has opened an office at Detroit. L. F. McKay, formerly of the American Cotton Growers Exchange, will be in charge.

### Export Managers Club to Meet

The Export Managers Club of New York will hold a dinner on April 24 at the Hotel Pennsylvania. The film, "General Motors Around the World," will be shown.

# BOOK LETS

There is something about the right kind of a booklet that makes it mighty effective advertising. But that certain quality that makes it the "right kind" is an elusive thing. The best way to insure your getting it is to have your work done in a plant that produces a lot of this class of work.

**CHARLES  
FRANCIS  
P R E S S**

PRINTING CRAFTS BLDG.  
461 EIGHTH AVENUE  
NEW YORK, N. Y.

*Make a note now:  
"See Francis on  
the next booklet"*

# To Cut or Not to Cut the Coupon—

That Is Indeed a Troublesome Question When Tearing Out the Coupon Mutilates the Publication

THE NATIONAL NURSERIES  
E. H. BALCO, Prop.  
LAWRENCE, KANS.

## Editor of PRINTERS' INK:

A page advertisement of the Hawaiian Pineapple Company, appearing in the current issue of a certain popular periodical attracted the attention of Mrs. Balco.

In the advertisement, a booklet is offered containing thirty new recipes for serving Hawaiian pineapple. A coupon in the lower right-hand corner makes it convenient to send for the booklet.

Upon turning over the page, I discovered an article, so if I clipped the coupon, it would spoil the article, while if I waited until we were through reading this issue, the matter probably would be overlooked.

The point I wish to make is: If this otherwise splendid advertisement was placed on a page where it would not become necessary to cut into an article of reading matter, would the requests for the booklet increase? Just a little thing, but the little things often spell success or failure in advertising.

E. H. BALCO.

**MR. BALCO'S** experience with coupons is just another of those little annoyances of this life about which nothing can be done.

A wholesale house once discovered that a tear-off coupon which it put in each issue of its catalog in connection with an announcement of dealer service material, backed up on one of the pages containing the index. When a retailer would tear off one of the coupons he would of course remove part of the index with it. This lessened the efficiency of the index and probably caused a loss in sales. The house corrected the condition by placing on the index page, immediately back of the coupon, some wording to the general effect that a highly important announcement was to be seen by turning the page. The index thus was preserved and additional emphasis given to the message of which the coupon was a part.

The chances are that only the occasional person hesitates to remove a coupon on account of an article which thereby might be interfered with. Publishers usually try to arrange their make-up so that the coupon will not interfere with any other advertisement.

But we saw a magazine not long ago in which two coupons actually backed up against each other; tear off one and you had both.

The coupon, in the physical arrangements for handling it, is far from perfect. But with all its faults, advertisers love it still. They say there is nothing that can take its place in getting inquiries. One Chicago mail-order firm which advertises a specialty in a sizable list of magazines tells us that fully 75 per cent of the inquiries it receives come on coupons. So there you are.—[Ed. PRINTERS' INK.]

## New Account for Montreal Agency

Canadian Silk Products, Ltd., manufacturer of hosiery, and Browne, Urquhart & Company, Ltd., investment bankers, both of Montreal, Que., have appointed Stevenson & Scott, Ltd., Montreal advertising agency, to direct their advertising accounts.

The National Distilleries, Ltd., distiller of Black Watch whiskey and other brands, and De Lux Cabs (Montreal) Ltd., both of Montreal, also have placed their advertising accounts with Stevenson & Scott, Ltd.

Newspapers will be used on all of these accounts.

## Adren Kingmon with Cincinnati Agency

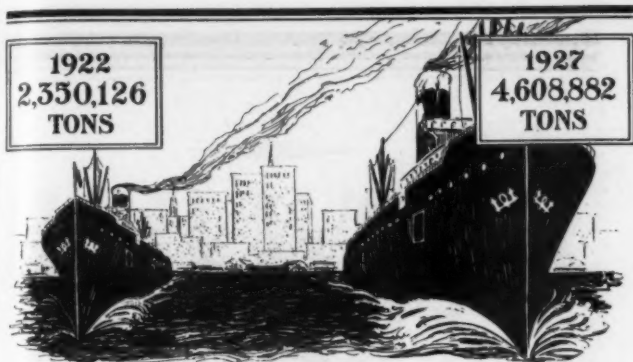
Adren Kingmon has joined the staff of the Marx-Flarsheim Company, Cincinnati advertising agency, as production manager. He was formerly with the sales promotion department of the American Products Company, of that city.

## G. F. Gemeroy to Manage Calgary "Albertan"

G. F. Gemeroy has been appointed general manager of the Calgary *Albertan*. He was formerly in a similar capacity with the *Saskatchewan Farmer*, Regina. At one time he was with the *Farm and Ranch Review*, Calgary.

## Washington "Post" Appoints H. J. Moehlman

Henry J. Moehlman, formerly classified advertising manager of the *Baltimore Sun*, has been appointed classified advertising manager of the *Washington Post*.



## Breaking Records is still the fashion in Jacksonville

JACKSONVILLE has a habit of disregarding the fact that some people believe Florida has broken enough records for awhile.

For example, the 1927 tonnage figures for the Port of Jacksonville show a 17 percent increase over 1926, with 4,608,882 tons, valued at \$805,663,361. The value of cargoes handled was 62 percent over the "peak of the boom" year of 1925.

Nothing better illustrates the supremacy of Jacksonville as the key city in Florida commerce. In planning and placing advertising, the market is the objective. A busy city is a buying city. In Jacksonville 49,000 families are influenced by the

*Complete Local Coverage of*

**The Florida Times-Union**  
JACKSONVILLE, FLA.



**M**ORE and more people are learning that a Sunday paper which can be read is preferable to one that can't. More and more advertisers are learning, too. Small pages in a small size paper, all in one section, going to the largest Sunday circulation in America—make a superlative advertising medium. Investigate. The News, New York's Picture Newspaper, 25 Park Place, New York and Tribune Tower, Chicago.



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# HIGH WATER MARK!



THE NET PAID  
CIRCULATION OF  
LAST SUNDAY'S  
NEWS EXCEEDED  
**500,000**

THIS IS BY FAR THE LARGEST  
NEWSPAPER CIRCULATION  
IN AMERICA!



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# Delicious New Vegetable

*Introduced to America by THE FARMER'S WIFE*



Chinese cabbage, an Oriental importation, is a wholesome vegetable first raised in America by a Michigan farm woman. Her true success story was published in *THE FARMER'S WIFE* in December, 1927. This story told of her \$9,000 annual income from her garden.

In response to many urgent requests by readers, the May, 1928 number will contain an article on the growing, storing, and serving of Chinese cabbage.

As far as we can discover, this is the first time such information has been gathered together and presented in English. *THE FARMER'S WIFE* is always alert to obtain new, helpful information for its readers. That is why 850,000 farm women rely on it calling it their own "magazine."

*THE FARMER'S WIFE* is the only magazine in America published exclusively for farm women.

## THE FARMER'S WIFE

*The Magazine for Farm Women*

Webb Publishing Company, Publishers  
St. Paul, Minn.

*Western Representatives*

Standard Farm Papers, Inc.  
307 North Michigan Ave.  
Chicago, Illinois

*Eastern Representatives*

Wallace C. Richardson, Inc.  
250 Park Avenue  
New York City

Member Audit Bureau of Circulations

# What to Talk About at Meetings of Jobbers' Salesmen

Some Subjects That Will Interest Them, and Some That Will Not

By K. G. Merrill

Vice-President, M. B. Skinner Co.

**T**HERE have been few things more interesting in the industrial field of recent years than the growth of the practice of holding sales meetings to enable manufacturers' representatives to talk to jobbers' sales forces.

The average industrial supply jobber has a sales force of from five to fifty men, and the "sales meeting" practice has become very pronounced lately.

Of course, sales meetings have been held for years, but where these meetings in times gone by were addressed by executives in the jobbing house itself, now, more and more, the jobbers call upon manufacturers' representatives to come in and address their salesmen so that the salesmen may get a better idea of the various lines they sell, and so that they may be given an opportunity to ask questions and engage in general discussion.

I have addressed countless sales meetings and it has been suggested to me by the editor of **PRINTERS' INK** that some remarks as to how and where these sales meetings are held and what is said at them, might have some interest.

The advantage of these sales meetings has impelled many jobbers to fix up a regular room for sales meetings. There is usually a table for the convenience of the speaker and then chairs arranged as in a classroom. The sales manager is the master of ceremonies and is the one who arranges for the various speakers.

Of course, a great many meetings are taken up with internal problems—questions of price, of delivery, of general policy within the organization—but a fair number of them are addressed by outside speakers. These speakers are usually officials of the various industrial manufacturing houses, whose lines the jobbers carry.

The sales manager of a jobbing

house will write to the sales manager of a manufacturing house and request that he appear as a speaker for the meeting on such and such a date. Naturally the industrial manufacturer's sales manager is usually ready to move heaven and earth to keep the appointment, so it is all settled and arranged that the salesmen are to be addressed on the evening of the

From five to fifty men constitute the sales force of the average industrial supply jobber. Meetings of these sales forces are being held more and more regularly and with increasing frequency manufacturers' representatives are being permitted to address them.

Mr. Merrill, the author of this article, has addressed scores of these meetings and he explains here the sort of talk that is most appreciated. He also points out subjects that might well be avoided.

twenty-eighth, let us say, by Mr. Blank, of the Jones Manufacturing Company.

It is getting to be rather well understood that these special speakers from industrial manufacturing concerns are not to take up the whole evening. The manufacturing executive who can limit his talks to twenty minutes, or thirty minutes at the outside, is the man who is popular with the jobbers and is a man who will get a "return engagement." In the opinion of the writer, a slight familiarity with the use of a blackboard is a valuable asset to a sales meeting speaker. He can diagram his various points and perhaps roughly sketch on a large scale

small parts of machines or tools he has to sell, which have been obscure in the minds of the salesmen.

Now as to what the industrial manufacturer's executive talks about. Naturally he talks about his line. This would seem to be a very easy and simple requirement, but it is fraught with a good many dangers. The speaker must remember that the jobber is carrying perhaps 5,000 lines besides his own and that nothing the speaker can do will influence the salesmen to give his line more than its proportionate amount of attention anyhow. That is the rub of the matter. A wise speaker realizes that he is not there to get the jobber's salesmen to put more time on his line—he is there to get jobber's salesmen to understand his line when they *are* talking about it so that their success in selling (which follows clear information) will encourage them to seek spare moments in which to work on his particular goods.

#### SIMPLE EXPLANATION

So the experienced speaker refrains from trying to goad the men into putting an unfair amount of time on his line and goes right to the subject of his discourse which should be the line itself, how it is made, how it is used, how it saves money for the man who buys it. The speaker knows that there may be new and unexperienced men among the sales force and that he cannot be too elementary, too simple, in his explanation of the line. It is up to him to make so clear a picture of his product that the salesmen will always have it before them, so to shape his discourse as to enable them to talk as effectively and understandingly of his product as they do about their territories.

Next to a clear picture of the line itself, the salesmen listening to the speaker are more interested than anything else in being given tips or suggestions as to where the line can be sold. The speaker who has studied his own product knows the best places to sell it and he will be surprised to find

how few salesmen understand the full opportunities they have to market his product.

#### PROFIT IS ALWAYS AN INTERESTING SUBJECT

After having told the men all about his product, and where it can be sold, the speaker then holds the attention of his hearers by telling them about the amount of profit involved in selling his line. Every salesman likes to know that when he makes a call and sells something, there is enough profit in it to pay his expenses in making that call. Any salesman who does not understand anything about the profit in various items he is selling may concentrate his energy on low profit lines instead of high profit lines. He doesn't know any better. Therefore, if the industrial manufacturer's line is one that carries a high profit, it is very much to his advantage to mention it in the sales meeting.

Last but not least, the speaker tries to give his audience an idea of the policy behind the house which he represents. He wants these salesmen to know the house's attitude toward the trade, its attitude toward returned goods, toward replacing or repairing goods which do not give satisfaction. He is then leaving the salesmen with a distinct impression in their minds that the article he is talking about is manufactured under skilful design, put out by a concern which stands behind its product, and makes good its guarantees by handling replacements and repairs without fuss.

So much for the meeting itself. It should always be ended with a general invitation to ask questions. Then is the time that foxes are smoked out of the brush. An inexperienced speaker will be simply astounded by the number and variety of questions he will be asked. A close study of these questions, of course, is of immense value to him in preparing subsequent speeches.

I have left until the last, two subjects which, strictly speaking, had best be discussed separately.

## FORE!

With Spring, the golfing season is well under way at Birmingham's four eighteen hole and two nine hole courses. Below is the Highland Park Municipal Golf Club—the finest municipal course in the South, purchased from Birmingham's most exclusive club at a cost of \$600,000.00 when this club moved to new and larger quarters further from town.

This club house is rented to families and organizations for parties, dances and social functions of all kinds. Birmingham is enjoying this fine municipal course to the fullest extent.

# The Birmingham News

AND

## AGE-HERALD

*The South's Greatest Newspaper*

Morning

Evening

Sunday

National Representatives

KELLY-SMITH COMPANY

New York—Chicago—Boston—Philadelphia—Atlanta

It is often well in addressing salesmen to outline the advertising policy of the manufacturer. Often, salesmen have no idea of the amount of help they are getting from the manufacturer and do not co-operate or utilize the vast advertising force that is being put behind a line of goods. If the manufacturer happens to get out a house magazine it is very good, policy for the speaker to treat it briefly and explain its function and encourage the men to read it carefully. If a national advertising campaign is impending, it is of course wise to let the salesmen know about it so that they may speak of the goods at the same time that the advertising is appearing. This is only common sense, but many a speaker forgets to mention the advertising behind his line.

The other subject is not a positive one, but rather a negative one. Let me advise all speakers never to make any sales-contest offers or prize offers without first consulting the management of the jobbing house. Many a jobber will not permit prize contests among salesmen for the very good reason that prize contests are likely to make a sales force neglect their regular work to put all their time on the article for which the prize is offered. Prize contests have their place in the scheme of things, but they never should be offered to salesmen until thoroughly explained and approved.

The addressing of sales meetings is one of the most powerful sales tools we have. Everyone cannot successfully handle the job, and for that reason speakers should be chosen with care. But when they are good—man, how they do stimulate jobbing business!

### Gannett Adds Ogdensburg "Republican-Journal" to Group

The Ogdensburg, N. Y., *Republican-Journal* was recently purchased from A. E. Sansoucy, by Frank E. Gannett, publisher of the Gannett Newspapers, and Franklin R. Little. Mr. Little, who was formerly with the *Williamsport, Pa., Sun and Gazette and Bulletin* becomes publisher of the *Republican-Journal*. There are now twelve papers in the Gannett group.

### C. F. Propson to Direct Crosley Advertising

Carl F. Propson has been made advertising manager of the Crosley Radio Corporation, Cincinnati. For the last six years he has been director of advertising and sales promotion of the Bausch & Lomb Optical Company, Rochester, N. Y. At one time he was export advertising manager of E. I. du Pont de Nemours & Company, Inc., Wilmington, Del.

### Hatchery Industry Plans Co-operative Campaign

A four year co-operative advertising campaign will be conducted by the International Baby Chick Association. Poultry journals, farm papers and radio will be used. The Geyer Company, Dayton, Ohio, advertising agency, has been appointed to direct this advertising.

### Flushing, N. Y., "Journal" Sold

William H. Johnson and Joseph R. Hemler have bought the Flushing, N. Y., *Journal*, a daily newspaper, from the estate of John H. Ridenour. Mr. Hemler, who is business manager of the *Journal*, and Mr. Johnson, will be publishers.

### Columbus Real Estate Firm Appoints B. E. Clark

Bernal E. Clark has been appointed to take charge of the property promotion department of Herman H. Johnson, Columbus, Ohio, real estate. He was at one time an account executive with Loomis, Bevis and Hall, Inc., Miami, Fla., advertising agency.

### New Account for W. I. Tracy Agency

Miro-Dena, Inc., New York and Paris, manufacturer and distributor of Miro-Dena toilet preparations and cosmetics, has placed its advertising account with W. I. Tracy, Inc., New York advertising agency.

### A. L. Colbert with "Idaho State Journal"

A. L. Colbert, formerly advertising manager of the Ogden, Utah, *Standard-Examiner*, has been made advertising manager of the Pocatello *Idaho State Journal*.

### Joins Pitt Studios

Ward Hunter has joined the art staff of the Pitt Studios, Pittsburgh, commercial art. He has been on the art staff of the Robert Rawthorne Company, also of Pittsburgh, for a number of years.

## The Times alone *gains* in weekday sales—

**T**HE NEW YORK TIMES ALONE of New York standard sized morning newspapers gained in net paid average weekday sales for the six months ended March 31, as compared with the six months ended September 30, 1927. The sales were:

September 1927	March 1928	Gain
392,800	405,707	12,907

The Times Sunday net paid sale was 700,925 copies, a gain of 44,587.

Solely because of the completeness, accuracy and impartiality of its news, The New York Times attracts an increasing number of intelligent readers.

## The New York Times



# The Pioneer Spirit Advertised Kotex to Success



**W**HENEVER advertising successes are discussed, the fascinating history of Kotex is likely to form part of the conversation.

A pioneer product, in a class formerly unadvertised! Unadvertised, because the subtle way had never before been found to present such a sanitary device.

It required daring and spirit to place this product before a critical public. It required a great expenditure for plant and equipment and at greater than ordinary risk. Kotex took a chance; — with what success every one knows.

Their educational advertising has had a profound effect; it has brought

greater comfort, better health to millions of women; it has swept aside false reticences — and it has been so phenomenally successful that a generous price reduction has been made possible on the strength of volume production.

Unless the makers of Kotex had been vigorous in their advertising program; unless the pioneer spirit which invented such a product had shown persistence in presenting it—the hygienic habits of millions of women would have remained unchanged.

Small wonder that the history of Kotex provides one of the most sensational success stories in the annals of modern advertising.

The Kotex Company has been a client of Lord & Thomas and Logan since the year 1923.



## LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO  
400 North Michigan Avenue

NEW YORK  
247 Park Avenue

LONDON  
Victoria Embankment

LOS ANGELES  
1151 South Broadway

WASHINGTON  
400 Hibbs Building

SAN FRANCISCO  
225 Bush Street

*Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.*



**as \$6337 is to \$3942**

A Baltimore paper recently brought out the fact that the average price of homes built in Washington (above) the first six months of 1927, was \$6,337 as compared with \$3,942, for homes built in Baltimore (below) during the same period.

Material and labor costs were approximately the same; the difference is in decoration, construction, and general all-around livableness.

In other words, Washington people have the means to pay for and enjoy the best in life . . . but

Are they forming the habit of using what you make or sell? You can reach them so inexpensively . . . with seventy-odd thousand circulation daily . . . eighty-odd thousand Sunday, through

## **The Washington Post.**

*the first thing each morning.*

PAUL BLOCH, Inc., National Advertising  
Representative, New York, Chicago, Boston,  
Detroit, Philadelphia and San Francisco



## Selling in Instalments without Instalment Selling

## How Holmes & Edwards Make Purchase of Complete Silver Service Easy by Breaking It into Four Sets

By C. B. Larrabee

**I**T is the charming and irritating inconsistency of the American consumer that makes marketing such an interesting and discouraging pastime for the American manufacturer.

Take, for instance, the average consumer's idea of what constitutes completeness. The man who insists on a fully equipped automobile—and when he says "fully equipped," he means, "fully equipped"—may get along quite comfortably without a dinner coat. The woman who thinks that no home is complete without a kitchen cabinet sees nothing inconsistent in the fact that she has only about half enough pots and pans to go around.

Another consumer inconsistency is in the budgeting of expenditures. Smith doesn't hesitate to spend from \$500 to \$1,000 a year on his membership in a golf club and yet complains bitterly against the high cost of books. Mrs. Jones professes to believe that \$300 spent on a fur coat represents economy and yet hesitates to invest an extra \$50 or \$100 in equipping herself with an adequate silver table service.

All of this is irritating and at the same time inspiring to the manufacturer. If he sells pots and pans or dinner coats, books or silverware he has a definite problem facing him; the problem of getting the consumer to see his product in its proper relation to a

comfortable and more or less full  
plan of life.

The book publisher has attacked the problem with none too hilarious success, although he has in some

Now! Within Reach of Every Hostess  
The Perfect Service  
for Entertaining

*Write for Booklet  
by Experts*



**HOLMES & EDWARDS**  
Super Photo  
INLAID

COMPLETENESS AND CONSISTENCY ARE STRESSED IN EACH  
ADVERTISEMENT OF THE STEPPING STONES PLAN

measure been able to step up the sale of books. The maker of pots and pans has featured complete sets of kitchen utensils. Other manufacturers with a similar problem have tried various methods of getting consumers to be consistent in their purchases. All manufacturers faced with this problem will find interest in the plan now being used by the Holmes & Edwards division of the International Silver Company.

To understand the plan you

must also understand a little about the situation that faces the silverware manufacturer.

First, the average woman does not have enough silverware in her home. She has a sufficient supply, to be sure, to get along all right so long as she is taking care of the daily needs of her family. Once, however, there is a party she finds herself forced to call upon her neighbors. It doesn't have to be a large party either. A dinner party for eight or ten guests will throw most women onto the mercies of their friends insofar as sufficient silverware is concerned.

Second, comparatively few women, even if they do have enough silverware, have a complete service in any single pattern. Holmes & Edwards made an investigation which uncovered some interesting facts. They found that only about a third of the women queried had an adequate supply of silverware in a single pattern. Twenty-five per cent had two patterns, while about 15 per cent had three patterns. The rest had patterns varying in number from four to ten.

In searching about for the reason for this, the company proved a contention common among silverware manufacturers—that a high percentage of silverware owned by women has been given to them. Fifty per cent of the women questioned admitted that at least one-half of their silverware had been received as gifts. Only about 20 per cent reported that they had received none of their silverware from givers.

Therefore the company decided that any successful plan to step up sales of its products demanded several things. First, women had to be educated into buying sufficient silverware for all needs. Second, they had to be educated into getting a complete supply of a single pattern. Third, they had to be educated into buying silverware for themselves.

Other manufacturers in the field have at one time or another plugged away at various phases of the problem. The question of complete service has been stressed by Holmes & Edwards as well as by

other manufacturers. The consistent pattern idea is by no means new nor is the effort to get women to think of silverware as something they can purchase for themselves as well as receive from friends. Yet the company wished some simple method of tying these together into a plan which would make the purchase of a complete silver service easy and not too appallingly expensive.

The Stepping Stones plan is a result of the company's desire to accomplish the above mentioned things.

The Stepping Stones plan is essentially simple. The company made a careful study of the needs of the average household and of the popularity of various pieces. On this study it based its recommendations.

Taking a complete service as a starting point it broke this service down into four units, each unit to sell for approximately the same price. The price range even on sets of twelve of the various types of silverware shifts only from \$52 to \$62.25.

Therefore, at the outset the company had hit upon a plan which amounted basically to buying a complete silver service in instalments. The plan isn't an instalment selling plan but it appeals to the great American mind which has taken to the instalment idea so voraciously. The woman who follows the Stepping Stones plan may buy her silverware in four units, each costing about the same and takes delivery on each unit as she pays for it.

The units are named suggestively. The first unit is the Starting Service and consists of the absolute necessities; teaspoons, tablespoons, dinner forks, dinner knives, sugar shell and butter knife. No household can get along on less.

The second unit is the Essential Service; orange spoons, butter spreaders, salad forks, soup spoons, cold meat fork and tomato server. It is the company's contention that no household can get along comfortably on anything less than the combination of the first two units. You may get along with only the

More Than  
200,000  
Daily

**Los Angeles Examiner**

More Than  
440,000  
Sunday

"Greatest Salesman in the West"

5c. DAILY

APRIL 19, 1928

10c. SUNDAY

## NATIONAL LINEAGE FIGURES REVEAL SPACE-BUYERS' CHOICE

### L. A. EXAMINER IN PHENOMENAL LEAD

THE end of the first quarter in Los Angeles found a widening gap in the trend of leadership in national lineage, with the posting of final figures showing a GAIN by The Examiner of close to 120,000 lines of business, or about 91,000 lines better than the next nearest paper. It was a one-sided race, with space-buyers throughout the country very definitely indicating their belief in the value of Examiner advertising, in comparison with that which can be purchased from any other Los Angeles medium.

A competing morning and Sunday paper sustained a loss of 64,380 lines of national advertising over the first quarter of 1927!

### Many Considerations

Evening papers registered slight gains, but even in the aggregate they were so outdistanced by The Examiner that there is little basis for comparison. One gained 4,259 lines, another, 2,754, and a third, 591, a total of 7,604 lines in the afternoon field, against The Examiner's nearly 120,000!

Among elements of consideration for advertisers in The Los Angeles Examiner, are its coverage, greater than that of any other morning and Sunday paper West of the Missouri; its top position in home-delivered papers; its splendid co-operation with advertisers; its leadership in the districts of highest purchasing power; its thorough penetration into the rich, nearby communities, and its prestige, as indicated by its readership, its contributors, and its advertisers of character.

### Hollywood!



**HOLLYWOOD** is more than a motion picture capital; it is an active, spending business center. Its population is 175,000; it has 33 banks, and its clearings total close to half a billion annually; it is second in purchasing power among Los Angeles districts, and it reads nearly 35,000 *Examiners* every Sunday, and nearly 17,000 daily, the other six days of the week!

### MARCH SETS RECORDS IN BUSINESS IN L. A.

**MARCH** was a banner business month in Los Angeles! Bank clearings broke all records with over \$916,000,000 . . . 10,000 more individual tax returns filed than last year . . . construction work setting new pace . . . auto sales ahead of 1927 to date . . . foreign trade through Los Angeles Harbor broke all past records . . . \$5,000,000 is paid for a tract of land to subdivide into homesites! Advertise what you have to sell, in Los Angeles, where people can pay for what they want!

Starting Service but you will find this woefully inadequate except for the simplest needs.

The third unit is the Adequate Service; iced drink spoons, bouillon spoons, oyster forks, pastry forks, gravy ladle, preserve spoon and jelly server. The company believes that any woman who has the first three units has enough silverware for most purposes. Clever adaptation of certain pieces for uses they were not designed to serve but which they may very well be made to serve makes the first three units adequate.

The fourth unit is the Complete Service; coffee spoons, 5 o'clock teaspoons, 5 o'clock tea forks, ice cream forks, berry spoon, pickle fork, cream ladle and flat server. If a woman owns all four units she may be satisfied that she has a complete service with the exception of a carving set and certain pieces of flatware.

Each unit can be had in sets of six, eight or twelve which, according to the company's investigation, will take care of all but a very small segment of the market. The most expensive unit in sets of six is \$35.25, the least expensive \$32.50, a spread of less than \$3. In the sets of eight the spread is from \$44.25 to \$39. The spread in the sets of twelve has already been mentioned.

The company doesn't expect that every woman who buys the Starting Service eventually will buy the Complete Service. It does expect, however, to get a comfortable increase in sales of the pieces that make up the Complete Service and which have always been small sellers. To date the sales to dealers of the Complete Service unit indicate that this ambition will be realized to an even greater extent than the company had at first believed possible.

The company does expect, however, that very few women will be satisfied with merely the Starting Service and Essential Service and that very many will want at least the Adequate Service. If the company can get a comfortable increase in its sales of the second and third units it will have accomplished a big job.

The advertising, which is running in a list of four women's publications, lays main stress on completeness and consistency. In every advertisement you find these two points mentioned. Completeness is suggested positively with the angle "End the embarrassment of borrowing." In talking of consistency the company points out that authorities in social usage recommend a single pattern for all pieces.

Individually the advertisements emphasize various features of the plan. One advertisement plays up the ease of acquiring a complete service by four inexpensive steps. Another plays up the embarrassment angle. A third carries the headline, "Now! Every woman can afford perfect table appointments." All, however, cover the same ground and reach the same goal.

Incidentally, the company has tried an interesting experiment in scheduling the advertisements. The usual custom in such a campaign is to schedule one advertisement for all mediums in a single month. Holmes & Edwards, however, do not do this. Two or three of the advertisements may be appearing at the same time in different periodicals. Since there is no necessity of maintaining a certain order of publication the company can commence its campaign in any single publication with any one of the advertisements. It feels, therefore, that where duplication of circulation does take place the woman is getting several different sales messages at one time instead of only one message.

Each advertisement features a booklet, "Stepping Stones to a Perfect Table Service," written by Ann Adams, a name chosen by the company to give personality and intimacy to the booklet. This booklet is an excellent exposition of the entire plan.

The booklet commences by immediately hammering home the two essential points, completeness and consistency. The first text page pictures a woman borrowing silverware. The second page pictures a woman contemplating three spoons of different patterns. A



*Monarch of the Dailies**In San Francisco . . .***Gensler-Lee, jewelers, now  
depend upon The Examiner**

**5,662 lines to be used in  
The Examiner (morning)  
during April**

Gensler-Lee, one of the largest and best known jewelry firms west of the Rocky Mountains, has been a consistent exponent of large space newspaper advertising. The extremely wide price range of the firm's offerings makes its market as wide as is possible for any concern dealing in merchandise of the luxury class.

The advertising problem of Gensler-Lee has been to reach the largest possible number of people with incomes sufficient to purchase such luxuries.

How the firm solved this problem in San Francisco is indicated in the following letter from Mr. Gensler, president of Gensler-Lee.

"To paraphrase the slogan of The Examiner, 'There is no substitute for experience.'"

"As advertisers who have

used your columns every week for seven years, our decision to give The Examiner practically 100% of our advertising appropriation for April, as per the enclosed schedule, is based upon our experience of the wonderful pulling power of your paper."

"We practically depend upon The Examiner to place our message before this community, with the result that our business is consistently showing growth."

As a usual thing jewelry and similar luxuries are not purchased until all necessities are secured. In proving its value as a medium for jewelry advertising, The Examiner doubly establishes its worth for the hundred and one things with which the average family supplies daily needs.

# **San Francisco Examiner**

**Daily, 186,890 - - - Sunday, 368,928**

# What can Sunday mean to the Tuesday advertiser

---

**E**VEN to advertisers who never buy a line of Sunday space, a consideration of Sunday facts in many cities can be extremely helpful.

Certainly in Boston the Sunday situation has a definite bearing on week-day selling problems.

Here are three newspapers carrying the bulk of Boston advertising. On Sunday in the Metropolitan district one of them loses a third of its daily readers, and another loses nearly two-thirds. The Globe alone holds its week-day audience intact on Sunday.

Granting that Sunday circulation is largely *home* circulation, which of these three newspapers can justly claim to be the home paper of Boston?

Boston's department store merchants, who stand or fall on the degree of their success in reaching people where they live, have long recognized the Globe's home strength. They use 45% more advertising space in the Globe, daily and Sunday, than in any other Boston newspaper.

Naturally this gives the Globe *greater* strength with Boston women!

## The Boston Globe

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# Monday circulation to advertiser

# ?

Editorially, the Globe's home strength has been built up by fifty years of striving for broad interest to intelligent readers of both sexes.

If the Globe has one of the best sporting pages in the country, it also has one of the most practical Household Departments (first of such departments in American journalism—established 34 years ago).

If a majority of Boston's substantial business men regard the Globe as a reliable business paper, their wives look upon it as a dependable daily shopping guide.

In this self-contained community the Globe publishes more local news than any other newspaper.

Finally—in four out of the five classifications which account for 63% of all display advertising in Boston, the Globe leads.

Our booklet will help you determine how best to sell in Boston. Send for a copy.

## Facts on Boston and the Globe

Boston's shopping area ranks fourth in population, third in per capita income tax returns. Family wealth averages \$9,000; saving deposits, \$2,000.

Metropolitan Boston is within 12 miles of Boston's City Hall. From this area Boston department stores draw 74% of their business. Here the Globe is definitely the home newspaper, as proved by circulation and advertising.

It is the only Boston newspaper which holds all of its readers in this district seven days a week.

It leads by 45% in department store advertising. And in the four major display classifications which find their greatest market in the home, including automobile advertising, the Globe also enjoys a substantial lead.

# Globe

headline running across both pages and tying them together says, "Embarrassing situations that violate good form."

The next two pages talk about table beauty and lead up to a mention of the company's guide to correct table service, a booklet which it has been issuing for some time and which deals with the etiquette of table service. Since this booklet is not really a part of the present plan it need not be described.

The next two pages are financial pages. They talk of the family dollar and how it is spent. The company points out that twenty-five cents of each dollar goes for sundries and that for a limited time any family can afford to spend one-tenth of one per cent of its yearly income weekly for silverware. Thus a family with an income of \$4,000 a year can spend \$4 a week until the service is complete.

Now the company plunges into a description of the plan. On the first two pages of this description are figures showing the amounts the average family invests in such things as automobiles, washing machines, radios, etc. Then the copy points out how inexpensive silverware is compared to the cost of such common things about the house and how infinitely more satisfying it is in many ways.

Thus before the plan is really discussed the company has by logical steps shown that a complete service is desirable, how it can be used, how it can be afforded (and it is important to knock down the price barrier that is invariably associated with silverware) and how, relatively, silverware is one of the cheaper home essentials.

Eight pages are used to describe in detail and illustrate the various units. Then the company pictures the four patterns which it sells on the Stepping Stones plan, deals with the construction of inlaid plate and finally again mentions the table service booklet.

You will seldom find a more complete, effective and logical presentation of sales arguments than is found in this booklet. Reports

from dealers show that the booklet is working successfully although it has only been distributed for a short period.

Once an inquiry is received for the booklet from a town of less than 200,000 population all the Holmes & Edwards dealers in that town receive a notification from the company. This consists of a double mailing card. One-half of the card notifies the dealer of the inquiry. The other half is detached by him and mailed to the inquirer. It is already filled out and ready for mailing, thus assuring the company almost automatically that most dealers will at least get their names before prospects. In towns where there are several dealers each inquirer receives a small barrage of these cards which, the company feels, is highly effective.

Many thousands of the booklets have also been put in the hands of dealers for their own distribution. In the booklets sent out by the company a leaflet is inserted which gives a price list of the various units and advises the inquirer to get in touch with her dealer. For dealers, however, special leaflets are furnished to fit each class of dealer.

There is a leaflet for the dealer who does a strictly cash and charge business. There is a leaflet for the dealer who offers extended charge account service for special purposes. There is a leaflet for the dealer who uses the silverware club plan (instalment selling by the non-instalment store for a limited period on one item) and a leaflet for the out-and-out instalment retailer. These leaflets serve to individualize the plan and give each dealer the hook-up he most needs. They are imprinted.

In addition to consumer literature the company also issues a portfolio describing the plan in detail to its retailers.

The manufacturer whose line can be broken into various units will find many points of interest in the Holmes & Edwards plan. The consumer of 1928 is instalment minded. The manufacturer who can capitalize on this trait is bound to get increased sales.





# Failure to know markets costing American business 7 billion dollars every year!



. . . read how you can begin to turn your share of this huge loss into bigger net profits!

*(turn to next page)*

## *Bigger and better sales, if you act on this*

"American business is wasting Seven Billion Dollars every year," says Dr. Julius Klein, director of the U. S. Bureau of Foreign and Domestic Commerce.

Dr. Klein goes on to show that the basic reason for this huge loss is the failure on the part of so many manufacturers to know markets.

Definitely, a nation-wide analysis has disclosed that even the leading makers of heavily-advertised products are making costly mistakes by overworking poor markets while at the same time overlooking good ones.

Act on this information. Find out where your best markets really are. Then concentrate on them. As sure as night is followed by the dawn, the results will be bigger and better sales!



## *This book packed with facts about 3,066 rural counties*

Every thoughtful manufacturer is now alert to the tremendous purchasing power of Rural America with its 50,000,000 living, breathing human beings.

Yet only a few appreciate that these vast masses of consumers do not constitute a single market, but a far-flung series of markets differing endlessly in their needs and ability to buy.

How would you like to have these facts about America's 3,066 agricultural counties at your finger tips? Such information is now available, and those who have made use of it declare that it is invaluable.

It comes in the form of a new Marketing Guide published by the Standard Farm Paper Unit, and is entitled "The Other Half of America's Market."



*[The Marketing Guide was compiled by disinterested unbiased authorities. Copies are being distributed by appointment to advertisers and advertising agents.]*

(turn to next page)

## *National in coverage but local in appeal*

Out of the thousands of newspapers and magazines circulating in Rural America, how can you intelligently choose the ones which will most effectively deliver your sales' message?

Here is a suggestion: compare the character of the circulation assured by the Standard Farm Paper Unit with all other good mediums; then make your own decision.

The Standard Farm Paper Unit consists of 15 of the nation's leading agricultural papers, and its circulation of 2,225,000 goes into the most prosperous rural sections of the United States. And although it is national in coverage, it is local in appeal!

*We will send you the complete story of the  
Standard Farm Paper Unit promptly on request.*

### *The* **STANDARD FARM PAPER UNIT** *One order—one plate—one bill*

WALLACE C. RICHARDSON, General Manager

CHICAGO

Courtney D. Freeman, Western Manager  
307 North Michigan Avenue

NEW YORK

Willard R. Downing, Eastern Manager  
250 Park Avenue

San Francisco, Kohl Building

*Your sales problem is national—but your dealer's is always local  
The Standard Farm Papers meet both!*

Missouri Ruralist

The American Agriculturist

The Wisconsin Agriculturist

The Breeder's Gazette

The Prairie Farmer

Ohio Farmer

Wallaces' Farmer

The Progressive Farmer

Pennsylvania Farmer

The Nebraska Farmer

Kansas Farmer

The Farmer, St. Paul

Hoard's Dairyman

Michigan Farmer



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# Just in Fun

Harford Powel, Jr., in New Book Adds a New Character to the Galaxy of Advertising Men in Fiction

By Amos Bradbury

**B**ARNHAM DUNN, high priest of modern advertising, was working in his thirty by fifty-foot office, paneled in old pine with pewter mugs in the corner cupboards. The floor was made of old boards brought from a farm in Bucks County, Pa.

There were logs in the fireplace and over them hung an iron kettle on a crane. Great bookcases soared to the ceiling, for had not Dunn written: "No tapestry woven by a queen's fingers in old time can compare in beauty with a wall covered with beloved books." A great Georgian inkstand, with quill pens stood on the writing table. The only modern note was a typewriter which Dunn hurled to the floor, so that its little bell gave one sharp, plaintive note, like the cry of a wounded bird.

For he was tired out. He tore up twelve pieces of copy, even the one for the Perfection Electric Washer and two for the Nirvana Burial Abbey of Nutley, N. J. "Snowy apartments above the frost line." Mr. Basset of the Perfection Heater Co. called up to say that their new building was about to open, that President MacKinney was very much impressed with the slogan "A Cathedral of Commerce" applied to another building in New York and wanted to get, in time for the directors' meeting at three that day, a slogan just as appropriate for their building.

Mr. Eckwitz, too, had been on the phone. He was a fat little man, a new client. Dunn had suggested as a trade name for Mr. Eckwitz's molasses candy, "Mother's Kisses." They had discussed sampling through public schools. What was the new sampling plan he had suggested? "A business evangelist, that was it. A business evangelist to go to every school and give a five-cent bag of Mother's Kisses to each little child who would promise, with uplifted hand,

to be good to mother for a week. That would please the kiddies and their mamas, too."

But Barnham Dunn wouldn't write the slogan, he wouldn't even see Mr. Eckwitz. He wanted to get away for a year and become the great writer he had once hoped to be.

\* \* \*

That, in brief, is somewhat the way a new book starts. It tells about the surprising adventures of an advertising man. It is written by Harford Powel, Jr., formerly associated with *Vogue*, later editor of *Harper's Basar*, editor of *Collier's Weekly*, then associated with Barton, Durstine and Osborn Inc., and now editor of the *Youth's Companion*.

The book, published by Little, Brown & Co., is called the "Virgin Queene," and it has a little good-natured fun with advertising men, their clients, their super-advertising, copy and dealer surveys, the while it unfolds a good adventure story.

On the *Berengaria*, which Dunn takes to escape from the drudgery of his job, he meets an Oxford don who has some remarkable ideas about American advertising. He is amazed when Dunn tells him he wants to run away from his work for a whole year. He presents then, these new and reassuring views on advertising:

"You surprise me. Your life, as you have sketched it, sounds delightful. The bankers have picked you out as a man who can present the sunny side of industrialism. You are not prisoned behind the walls of a college. You roam about, you meet busy men, you visit the large factories. You preach not merely that the millennium is coming, but that it is here. I have read American advertisements. They sound like the Book of Revelation, rewritten by Dr. Frank Crane. No woman sit-

ting upon a scarlet-colored beast having seven heads and ten horns, no sorcerers and idolaters, but happy families with money in the savings bank, young men who have been promoted at the office, laughing maidens who will be not only bridesmaids but brides. In your vision of Judgment, Mr. Dunn, there is no bottomless pit, no scorpions nor locusts, Behemoth is shipped to the stockyards, and Leviathan becomes sea food for the masses. The fiction in America is gloomy and unreal. Mr. Mencken himself cannot persuade your novelists to write clearly about what they see. That is true, always, of the literature of a young nation that has not got its legs intellectually. But your advertisements—ah, Mr. Dunn, there is nothing in all the world to compare with the glorious happiness which they reflect. You present a world in which there is no debt, no disease, no death. Every page of the advertising sections of your magazines is full of scenes that look improbable to an outsider's eye. You show happy husbands and wives gloating together over their shrewdness in buying a new garbage incinerator. You show a smiling business man reveling in the preparation of his will. You show a young man accepted by the best society because he has read the letters of Montesquieu, or because he can talk freely about Froissart and Winkyn de Worde. But are such scenes improbable, after all? No, they are merely Utopian. We Britons admire this Utopia which American advertising writers have created. In their own poor way, our advertisers are beginning to imitate you. Come, Mr. Dunn! How can you bear to abandon the practice of your art, even for a day?"

But he could abandon the art of writing copy which indicated that wives and husbands gloated over their shrewdness in purchasing a new garbage incinerator, and he did, for more than 200 pages. How he bought a place in the Shakespeare country, how he sat in the peaceful garden with a piece of paper all ready to receive words

of copy for the Perfection Electric Company on his typewriter and then refused to write it, how he began to wonder why Shakespeare wasted his time with Italian farces when he might have written about Queen Elizabeth, and how finally the great copy writer writes his greatest piece of copy which causes an international sensation—all this and much more is told in those pages.

And then at the end, after deeds of high adventure which rocked the world, this addition to the gallery of advertising men in fiction, comes back to the office paneled in old pine, and the iron kettle on a crane above the crackling logs. He takes the rubber cover off his typewriter. Then, word upon word, he begins to write the end of the weird advertisement he was working on in the first sentence of the book.

### T. E. Booth, Art Director, McGuckin Agency

Thomas E. Booth, for more than fifteen years with George Batten Company, Inc., and more recently with Griffin, Johnson & Mann, Inc., New York, has joined the Eugene McGuckin Company, Philadelphia advertising agency, as art director.

### "Chain Store Age" to Have Three Editions

Effective with the May issue, *Chain Store Age*, New York, will be issued each month in three separate editions. These editions will be the Administration and Operation Edition, the Grocery Products Edition, and the General Merchandise Edition.

### Reimers & Osborn Elect Directors

A. E. Whitehill, of Reimers & Osborn, Inc., New York advertising agency, has been elected vice-president and a director.

Richard Webster, vice-president, in addition, has been elected a member of the board of directors.

### Freed-Eisemann Appoints Groesbeck-Hearn

The Freed-Eisemann Radio Corporation, Brooklyn, N. Y., has appointed Groesbeck-Hearn, Inc., New York advertising agency, to direct the advertising account of Freed-Eisemann radio receivers and radio apparatus.

How Many Newspapers  
Average Two or More Million  
Lines of Advertising  
Per Month?

In the United States  
There Are  
**SEVEN**

In This Part  
of United States  
There Is  
**ONE**



**Los Angeles Times**

*Pacific Coast Representatives*

**R. J. BIDWELL CO.**

Times Office: 141 Market St. Phone: 1000  
LOS ANGELES SAN FRANCISCO SEATTLE

*Eastern Representatives*

**WILLIAMS, LAWRENCE & CRESMER CO.**

300 N. Madison Bldg. CHICAGO  
NEW YORK

# Remarks About Stock Prices and Employee Ownership

Weighing the Benefits Derived by Company and Employees against the Risks Involved

By Roy Dickinson

NO less than a billion dollars worth of American securities are owned by approximately 800,000 employees who have invested their earnings in stock of the companies for which they work. This high average of \$1,250 per employee-stockholder has made many careful observers wonder what will happen if the present bull market for stocks should come to a sudden end and reverse its trend. For the employee usually invests for keeps. He has not the time nor the ability to trade in the stock of his company and he is often unable to sell if he wants to, because of agreements under which the stock was originally purchased.

In the opinion of the National Industrial Conference Board, which has made a careful study of employee stock purchase plans, there are many cases of employees having invested life savings in stocks which are likely to fluctuate widely.

To obviate as much as possible the possibility of falling values, several corporations have distributed their employees' investments in the securities of a group of companies. Others have taken measures to protect employee stockholders against declines in price. The former plan approximates that of the investment trust. For the most part, however, the employee-stockholder is on the same basis as the outside investor or speculator when he is allowed to purchase shares in the company for which he works. Also, in the majority of cases this plan has been beneficial to the employees in the long run, though many of them have seen their stock react sharply at times.

The writer talked recently to two employees who had totally different views of the real value

of stock ownership. One was the store manager at an Atlantic and Pacific Tea store who, some years ago, was allowed to purchase stock in the company. He paid \$45 a share for it. At the time of our talk it was quoted at \$260 bid. Because of his feeling of financial security, he is undoubtedly a better employee than if he owned no stock.

The other man was not so valuable an employee as he would have been had he never purchased stock, though he seems scarcely justified in his present attitude of resentment. He bought stock in his company years ago. He had twenty shares for which he paid \$130 a share. Some time ago, needing ready cash, he went to a superior in the company, who paid him the market price on the "over the counter market." It was \$380 a share. Soon after that the stock was listed and due to the small amount outstanding, and an aggressive speculation in its shares, he watched it soar almost 160 points in two weeks. Instead of being happy about the profit he actually made on his shares, he is now, like the real speculator, angry that he didn't make more and he blames the company for it. No executive wants to make speculators of his employees, yet he wants them to share in the profits of the business. The wide acceptance of the employee stock ownership idea has thus created a new problem in management.

## AN INVESTMENT ADVISER

A certain organization has recently assigned one man to cooperate with all employees in their investment problems. He has even suggested their selling the company stock at the levels now prevailing, to await an opportunity of buying it back later. This plan



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PHOENIX, Arizona—Apr. 19, 1928—Field crops grown in the land included in the Salt River Valley reclamation project brought \$21,188,747 during the year 1927, an increase of \$4,639,586 over the previous year, F. A. Reid, President of the Water Users' Association, announced here today. Mr. Reid stated that the project is now enjoying its greatest year and officials are planning a \$4,000,000 bond issue to build a fourth great dam on the Salt River to supply electricity to every farm home in the valley.

## Meet Dwight B. Heard, Publisher of The Arizona Republican

The fountain head of the policies of the Arizona Republican is Mr. Heard. To render constructive unselfish service is his first ambition. It is expressed in his every endeavor as well as through the Arizona Republican. His own affairs are subordinated to the public well being of the city, the state, and the nation. Naturally enough, a man of such turn would develop an organization and a newspaper of ability and standing as the Arizona Republican, the outstanding newspaper of the southwest



# MORE SALES TODAY

That's what Smart Set is doing for a growing number of advertisers. Many of them write that Smart Set produces sales at a lower cost than any other publication. That's only natural, for Smart Set readers belong to the younger crowd, the possessors of acquisitive, unprejudiced buying habits, who have aptly been described as "*A buying public hellbent for happiness*".

*"published for the*

**SMART SET**  
*Stories from Life*

119 West 40th Street, New York  
Chicago Office, 360 N. Michigan Ave.  
San Francisco, 802 Kohl Building

# MORE SALES TOMORROW

In appealing to the younger crowd,  
people in their twenties and thirties,  
whose needs are changing almost  
daily, whose incomes are increasing,  
Smart Set produces sales at the lowest  
cost for advertisers. And, at the same  
time far-sighted advertisers realize that  
Smart Set readers, being young and  
ambitious will continue to buy for the  
next 40 years.

4,000,000, not the 400,000





"You're quite mistaken," said the vice-president to the president.

"Evans-Winter-Hebb are interested in the small account, provided they see how they can help the small account to become a big account. And you must admit that ours has possibilities.

"Here, for instance, is a little postal card magazine, *Bowen's Squib*, that Evans-Winter-Hebb write and produce each month for a dynamite wholesaler out in Iowa. Distance doesn't bother them, either, you see."

"So you suggest I write Evans-Winter-Hebb?" asked the president.

"Yes, sir!"



**EVANS-WINTER-HEBB Inc. Detroit**

820 Hancock Avenue West

New York Office: 1950 Graybar Building

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving

Letterpress and Offset Printing • Binding • Mailing

may work out all right unless the company stock continues to soar.

It is logical that companies should assist employees who work in the plant to inaugurate a systematic plan of savings. It is not the transient employee who constantly changes his job that the management wants as a partner in the business. Such employees make mistakes, increase costs and are generally considered undesirable as stockholders. One company states frankly on the front cover of its stock plan book:

The purpose of this plan is to increase the number of continuous service employees and to eliminate as far as possible, the number of transient employees.

Another company, the stock of which is seasoned and valuable, has a twofold plan for taking out some of the risk, even though it says frankly:

This stock, which we hope every employee will subscribe for, is subject to all the privileges and risks attending the ownership of common stock. The stock may increase or decrease in value. That is a chance which the employees will share in common with every other holder of the stock.

But the company does remove nine points of the risk (speaking in terms of market fluctuation) by this method. At stated intervals it buys in the open market blocks of its own stock which are later offered to employees of four years or more service at \$4 less per share than the market price on the day when the stock is offered. In addition, the company, after requesting each employee when he gets his stock not to sell it at any time except in cases of extreme emergency, makes this additional offer:

Each employee makes an initial payment of 10 per cent of the full purchase price. The remainder is payable in weekly instalments, deducted automatically from the subscriber's salary or wage. Payment in full must be completed in thirty months. Any employee may pay in full for stock at any time or may pay for some shares in full at the start and for the rest on the instalment plan. Stock is held by the company until all the con-

ditions of purchase have been complied with, and is then delivered. Then as a special inducement to employees to hold the stock and to remain working for the company, the organization pays a bonus of \$1 when the stock is bought and \$1 per year per share for four years after the date of subscription.

An employee, in other words, who subscribes and pays for the stock under this plan, receives a total bonus of \$5 per share in four years if the stock is held for that period and the employee sticks in the company's employ. Until the stock is paid for, this bonus of a dollar a year on the common stock is credited each year to the employee. With these two extra inducements the company is able to reduce the risk by at least nine points and in addition it does not charge brokers' fees or for transfers.

Some rather curious and unusual things are happening in stock ownership plans, and regardless of the risk involved to the individual it is safe to say that the great majority of employee stockholders have profited handsomely by investing part of their wages in the stock of their company.

It is generally known that the largest single block of ownership in the General Electric Company is held by employees who have seen their stock increase greatly in value. In addition, some 30,000 or more employees own more than \$25,000,000 worth of its bonds. Owen D. Young has made the prediction that at some not distant time the employees of the company will own a controlling interest in it, and instead of being worried by the prospect he seems to like it.

The blacksmith who worked for Procter and Gamble and who died a few years ago, became almost a legendary character. Yet he did live and died wealthy. The company's profit-sharing plan went into effect in 1887. The blacksmith didn't begin to subscribe for stock until 1903. At that time he was making, I believe, 42 cents an hour. By saving his money and taking up his additional stock of-

fers and profiting by its increment, he had accumulated more than \$65,000 in sixteen years from the time he first bought a share of stock.

Almost every time a company offers to let its employees in on stock ownership on a fair and convenient basis, the employees seem to like it and say it with subscriptions to an extent which almost always amazes the management. When the Standard Oil of California made an offering to its employees, 86 per cent of all eligible subscribed. When the Pure Oil Company made its offer, 78 per cent came in on the plan.

The tremendous increase in price of some listed stocks has made the whole subject of employee stock ownership of greater interest to the general public as well as to executives. There are several employees of the Radio Corporation, for example, who will never work again, but to tell the how and the why doesn't belong in this sort of an article.

Sometimes a too sudden rise proves highly embarrassing to the company management. Take the case of the Sheaffer Pen Company as an example. It was the stock owned by dealers rather than factory workers that proved embarrassing in this case, but the incident is illuminating.

The company began in a very small way at Fort Madison, Iowa, starting as a retail jewelry store and then branching out into the manufacture of fountain pens, automatic pencils and desk sets.

Some seven or eight years ago, when the company needed money, it sold several thousand shares of its stock to dealers. The stock a few years ago sold at \$40 a share and the dealers were pleased. Eventually the stock found its way to the Chicago unlisted market and the 15,000 shares outstanding reached a price of \$650 a share. Then the stock was listed on the New York Curb Exchange. Reports were current that a split up was impending and the stock after opening at \$655 went to \$725 that day and the next day closed at a price of \$820. At its highest price

at one time the stock had gone up no less than 199 points in one week. Naturally some of the dealers had sold their stock during the rise of almost 800 points from 40 to 820 and many of them wished devoutly they had known in advance what was going to happen to the stock.

Soon after this phenomenal rise in market value of the stock the company held a sales convention at Fort Madison.

#### EXPLAINING TO THE SALESMEN

W. A. Sheaffer, president and general manager of the company, explained to the salesmen present the company's position in the rise of the company's stock, an advance as he stated, "in which the company had no hand nor any control." As the company officially announced: "He explained that the company had done what it could to protect the stockholders in its dealer organization and had bought stock at the market price whenever the dealers requested them to, and had purchased the shares for the company as a whole and not for any individual or individuals." The company's publicity department also sent out a news story "for immediate release to the press" which stated: "The fluctuations in the stock and its spectacular rise were entirely outside the control of the company, and whatever shares the company purchased from dealers were those which the dealers wanted to sell. These shares were purchased for all the stockholders of the company alike and no individual has profited more than another by the purchases." Another part of the self same release said: "While most of the stock was held by the Sheaffer family, a dealer organization was built up by permitting dealers to buy a few shares."

So it looks as if the dealers who held on made a big profit and those that didn't, lost out on a bonanza and some of them were incensed, just as any dealer or salesman or factory worker or any other individual who sells a good stock too soon feels, when his



# Names ~ Pages

*big pages*  
don't always  
reach  
*big names!*

**The Outlook**  
120 East 16<sup>th</sup> Street-New York

FRANCIS RUFUS BELLAMY, *Publisher*  
WM. L. ETTINGER, JR., *Advertising Mgr*

hindsight tells him what his foresight couldn't.

Such are the things which have been happening lately. An old man who had worked for a big organization for thirty-five years and owned forty shares of stock not listed on any exchange, but occasionally traded in over the counter, was approached by the representative of a brokerage house who offered him what he thought was a fair price, far above what he had paid for any of his stock. He was going to take the cash offer when his nephew prevailed upon him, much against his will to call up the vice-president of the company at his home on the night before he was to make delivery of the stock. He discovered to his surprise that the offer he had received was not only thirty-five points below the last previous sale, but that the vice-president was glad he had called him up.

He told the old employee not to sell under any circumstances, that certain plans under way should result in the stock he held increasing almost five times in value within a few years, and asked him to report to him the broker's name who was trying to pick up odd lots from among the company's employees.

Scores of incidents could be cited to prove that men who a few years ago had nothing better to look forward to than a precarious old age are now sure of passing their last years in comfort because of their stock investments in the company for which they work. Of course the prospect of sudden wealth and gradual building up of comfortable competences might not be so rosy if something went wrong as it did in 1907 or 1920.

It would take a prophet, more than a vice-president of a company, to tell a faithful employee who has been buying stock for years just when to sell and buy an annuity or invest his profits in Government bonds. Some people say that the old panics and bear markets have become impossible under the new system. And perhaps some of the phases of the

present which puzzle some of the old-time traders may be explained by this new thing which has come into American industry.

Twenty-five years ago few employees knew what a stock certificate looked like unless it was one for a fake gold mine, fit only to paper the wall. The number who now own stock is probably much nearer 2,000,000 than the less than 1,000,000 so conservatively estimated by the National Industrial Conference Board, for it considers only those who own stock in the company which employs them. Most of this investment is for the long pull. The stock is taken out of the market and put away in strong boxes.

It is a fine thing for the individual workman, a fine thing for the logical social development of the country. In addition to its obvious effects of producing better, more efficient workmen, it is going to have one other tremendous effect as time goes on. It is going to increase very greatly the consuming power of the nation.

As the figures of the life insurance companies prove, a man who is building up an ever increasing savings fund lives longer. With the worry of an old age on the scrap heap removed, he keeps producing years longer than the man who is afraid of the future. Add two or three million men to the class of capitalists, even if only in a small way, and hundreds of millions of dollars are added to our annual consuming power.

It is too bad that so much benefit for all concerned cannot be carried on in a big way without some element of risk to the individual employee stockholder. Yet most of them have built up their stock holdings over a period of years. They are not in-and-out margin traders working for a quick turn in the market. It would take a severe cataclysm to make most of them throw their holdings overboard.

It is to the benefit of all that as much risk as possible be eliminated, because the whole plan is too important and too far reaching not to surround it with all the



# 104 Pages!

Advertisers in 23 fields  
from "Automotive" to  
"Travel" used 104 pages  
in our April issue, our  
biggest issue to date \*

## NATION'S BUSINESS

Washington

\* May will be still bigger!



## The Hardware Dealer knows that *"Business Has Wings"*

**O**NE of the smartest hardware men in this country recently said, "If I did business today the way I did it five years ago, I would go broke in six months."

We are in a changing world. "Business has Wings." Not so many years ago he bought bread mixers by the gross. Today he thinks he has a big stock with a quarter dozen. The same thing holds true of scores of items.

Now he sells washing-machines, sporting goods and kitchen utensils. He recently sold two hundred canary birds at \$3.98 each and at the same

time disposed of 100 bird cages running from \$5.00 to \$30.00 each. His lines of merchandise are changing and his methods are changing with them.

Competition is keen and getting keener. The hardware man is more alert than ever before for new ideas and new merchandise. Conditions are changing, and **GOOD HARDWARE** has built its success upon its ability to meet these changing conditions.

It has given the hardware man a new type of editorial matter that fits in with his new idea of business. It gives the manufacturer an advertising medium that reaches every hardware dealer and every hardware jobber in the United States—complete coverage that enables the manufacturer to meet changing conditions—no matter when or where they arise—a guaranteed circulation of 45,000 copies a month.

Complete coverage through **GOOD HARDWARE** costs less per page, per thousand—much less—than partial and spotty distribution through any other hardware publication.

TRADE DIVISION

**THE BUTTERICK PUBLISHING COMPANY**

79 Madison Avenue, New York City



safety appliances which the best minds in management can work out.

The plan of a company adding a certain per share bonus each year for the benefit of the employee who will continue to pay for his stock and hang on to it over a period of years seems a step in the right direction. It does protect a buyer for a certain number of points' fluctuation, and might well be carried out further by a graduated system up to ten, fifteen and twenty years, so that an employee who would hold on for an appreciable period to the common stock of a great corporation, could look forward to a better deal than any outsider could get.

### New Ruling to Define Morning and Evening Papers

THE membership of the Audit Bureau of Circulations is now voting on a proposed ruling which, it is anticipated, will settle the contentions that have given rise to the problem as to what constitutes a morning or evening newspaper. The ruling has been submitted to members in a mail ballot and is designed to meet the view that the Bureau should not label as "morning" any part of the circulation of a paper which chooses to call itself an evening paper, and vice versa.

At the same time, it is explained, the rule "retains for those papers which have no extremely or early predates the same procedure as heretofore. In other words, in case of papers where there is no question as to their status, the present custom of placing 'morning' or 'evening' over the columns in Paragraph 8 is retained. This class comprises more than 900 newspapers, or 98 per cent of the newspapers in the Bureau, while those whose forms would be slightly changed number only fifteen, less than 2 per cent of the whole."

If a morning paper had no edition going to press earlier than 6 p. m., nor later than 9 a. m., or, in the case of an evening paper,

no edition going to press earlier than 6 a. m. nor later than 9 p. m., it is unaffected by the proposed rule. If there are any editions outside the hours named which are less than 2 per cent of the total production, the paper is still unaffected by the rule.

If more than 2 per cent is outside these hours assigned respectively to morning and evening papers, then a change is made on the publishers' statements and audit reports. There is no segregation of any edition from the others in paragraph 8, but the columns are headed not morning or evening as now, but with the press time of the earliest and latest editions of the day's run.

Thus, if the first edition goes to press at 5.15 p. m. and the latest at 5.30 a. m., the column will be headed "5.15 p. m. to 5.30 a. m." If the first edition goes to press at 8.45 a. m. and the latest at 9.30 p. m., the columns will be headed "8.45 a. m. to 9.30 p. m."

Predate issues will be starred as at present and reference made to paragraphs where information may be found about them. Sunday issues are not affected by the proposed rule.

As matters now stand, 98 per cent of newspaper members fall within the "morning" and "evening" classification of the proposed rulings and, for this reason, its adoption is anticipated. The ruling, however, may be revised if it meets with strong unfavorable reaction.

#### THE COMMITTEE

The committee which has drafted the proposed ruling has as its members: Ralph Starr Butler, general advertising manager, Postum Company, Inc., chairman; W. B. Bryant, Paterson, N. J., *Press-Guardian*; David B. Plum, Troy, N. Y., *Record*; Walter A. Strong, Chicago *Daily News*; and J. F. Bresnahan, New York *World*.

The next meeting of the board of directors is April 27 but it is expected that receipt of all ballots will carry the matter over to the follow meeting which is tentatively set for May 18.

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# ARTGRAVURE



by Creative Studios, N. Y.

**H**ERE are combined the arts of a Famous Couturier, a Famous Model and a Modern Method of Printing—ARTGRAVURE—to produce a most effective example of the possibilities of picturing Fashion Merchandise.

# ARTGRAVURE F



# E FOR APPAREL

*A*RTGRAVURE is essentially a pictorial process of printing, and may be well applied to wearing apparel mailing pieces. Furs, fabrics and patterns reproduce with life like fidelity and full tone gradation in keeping with the merchandise offered.



## *Do You Know That* **ARTGRAVURE**

Is now being widely and profitably used in Direct Mail Advertising:

Can be printed in brown, green, red, black, maroon, grey or special color:

Requires no make-ready and eliminates the use of half-tones and electrotypes:

Does not require coated paper and will print photographs on even cheapest paper:

Does not restrict copy. Line drawings, etchings, pencil, crayon, oil, sketches, wash drawings and photographs reproduce equally well:

Does not require large runs to be economical. Large presses print large runs, small presses take care of small editions.

Our booklet, "The Economy of ARTGRAVURE," is yours for the asking. It tells things you should know.

### ART GRAVURE CORPORATION

CHICAGO  
BOSTON

*General Offices:*

406 WEST 31<sup>ST</sup> STREET, NEW YORK

PHILADELPHIA  
CLEVELAND





# Dealers Keep This Control List of Prospects Alive

Within First Quarter, Allis-Chalmers Exceeds Year's Quota of Tractor Sales Through Its System of Following Up Coupon Inquiries

By H. G. Hoffman

Advertising Manager, Tractor Division, Allis-Chalmers Manufacturing Company

WE know that our advertising must perform certain definite functions. These we list on a sheet and set up a relief for each chore or function, sometimes combining one relief for several chores. Our space budget is usu-

tising started shortly before the first of the year. Incidentally, 12.8 per cent of these coupons were from prospective dealers, demonstrating to a certain degree, that we were influencing this field by stimulating consumer demand. These

PROSPECT NAME AND ADDRESS					T-232	
					District No. _____ Zone No. _____	
					Dealer _____	
					Zone Supervisor _____	
Prospect Source	M	D	S	O	Name of Publication	
Date Origin						
Mailings						
Tractor Number Purchased						
(SALESMAN'S REPORT ON PROSPECT ON OTHER SIDE)						

FIGURE 1

ally determined first because we know, to a fairly definite degree, the manner in which our primary market must be covered by trade papers, class papers and national papers.

With this as a guide we start. The farm-paper schedule is planned, copy and layout prepared and a complete portfolio of the series printed so our campaign can be direct-mail merchandised to our dealers. This portfolio is sent in an envelope accompanied by a letter.

To date (about April 1) we have received in the neighborhood of 2,600 coupons since our adver-

were obtained at an average cost of \$12.09 per inquiry.

We make a practice of answering every inquiry immediately on the day it is received. We send a letter to retail prospects and a slightly different letter to the dealer prospect. Each letter carries an enclosure of a folder. The folder, printed in three colors, gives details and specifications on the Allis-Chalmers 20-35 tractor. It is complete enough so that the inquirer may get a pretty definite idea regarding our tractor construction.

To insure a proper follow-through, the prospects' names are

typed on plain envelopes, which are sent to our zone supervisors. They use these to mail to prospects a letter announcing their readiness to serve the prospect. The zone supervisor in his letter calls attention to an enclosed blank which the prospect is asked to fill in and return in a stamped envelope sent with the supervisor's letter. Everything is made as simple as possible so as to encourage the prospect to respond.

For instance, the blank sent by the supervisor is worded as follows:

Dear Sir:

Complying with your request which came as a result of my inquiry to the Allis-Chalmers Manufacturing Company, for information concerning their 20-35 tractor, I am filling in the information which you have requested in your letter.

I expect to buy a tractor of some

All prospects are listed on inquiry cards similar to Figure 1. Space is provided for the prospect's name, address and complete information regarding the territory in which he resides. There is also a space for enabling us to determine the publication from which this inquiry originated, and a space for recording the dates on which mailings are made to the prospect. On the back of the card we allow room to record remarks from our salesman's report on this particular man and, at the bottom, we have space for a summary, enabling us to determine how many mailings were sent out to this prospect and also the cost of these mailings, before the sale is made.

It is necessary for every dealer to furnish us with a mailing list

1928 Season		7-25	
<b>Allis-Chalmers 20-35 Tractor</b>			
<b>DEALER'S PROSPECT LIST</b>			
Dealer's Name _____			
Address _____		Zone No. _____	
Zone Supervisor _____		Postmaster's Signature _____	
<small>(IMPORTANT: Stamp Dealer Must Attach a Mailing List, 75 Stamps, to This Card, 100 Stamps Every Month Thereafter, Last Four)</small>		<small>Attaching to the Correspondence of the Accompanying List</small>	
<small>City</small>	<small>Full and Correctly Spelled Name of Prospect</small>	<small>Prospect's Complete Address</small>	<small>State</small>

FIGURE 2

make on or about.....  
It would be agreeable to me if you  
could call and explain your tractor near  
this date.

You can find me

.....miles east  
.....miles west  
.....miles north  
.....miles south

at.....  
(Town) (State)

I now own a.....tractor,  
.....years old and farm.....acres.

Please understand that this letter does  
not obligate me to buy an Allis-Chalmers  
tractor.

Yours very truly,

This information gives us an opportunity to determine whether or not the inquiry is alive and also to use the return letter as an incentive for a prospective dealer or to help one of the supervisor's present dealers to a retail sale.

of seventy-five prospects with the postmaster's signature, certifying as to the correct spelling and address. The special form provided for this purpose is shown in Figure 2.

We have found it important to secure a signature by the postmaster. This was emphasized in a recent instance when we received one prospect list, containing about twenty names, fifteen of which had been changed by the local postmaster. As a result of this care at the start, we do not have a great deal of trouble with wrong names and addresses.

The names of these prospects are transferred to stencils which are filed under each dealer's name in such a manner that it is easily



# March Advertising *GAINS*

For the sixth successive month the Transcript made a substantial gain in advertising over last year.

*Increases by departments for  
March*

Local display . .	57,276 lines
National Display	24,858 lines
Classified . . . .	324 lines

---

**Total 82,458 lines**

The Transcript's gain for the first quarter of 1928 was larger than that of any other Boston newspaper—dailies and Sundays included

**Total Gain 171,246 lines**

January, February and March

## **Boston Evening Transcript**

**99th Year**

*National Advertising Representatives*

**CHARLES H. EDDY CO.**  
Boston New York Chicago

**R. J. BIDWELL CO.**  
San Francisco Los Angeles

possible for us to circularize all of the prospects under his name.

A four-piece direct-mail campaign is prepared complete and supplied free of charge to each dealer for mailing to his prospects. If he desires the campaign to be sent to more than seventy-five names, we have a nominal charge of 10 cents per name to take care of any reasonable quantity. The first piece in the series is a four-page illustrated folder with a letter on the first page.

with which the prospect is thoroughly familiar and then switch over to the thing we want him to be interested in, namely, the Allis-Chalmers 20-35 tractor.

The center spread of the letter carries the heading, "94 Drop Forgings in One Tractor." Perhaps the farmer is not familiar with the process of making a forging so we visualize it for him with illustrations. The copy likewise has been planned to carry out this thought of making the farmer

### ALLIS-CHALMERS PROSPECT LIST

Name ..... R. R. No. ....  
 Town ..... State .....  
 Farms.....Acres. Owns.....Acres.  
 Principal Crop ..... Other Crops .....  
 Make of Tractor Owned Now .....  
 Owner Tractor How Long .....  
 Will be in Market for New Tractor About .....  
 Other Comments .....

T-154

FIGURE 3

In writing the copy for this letter, we tried to bear in mind the story or thought presented by a sales manager who often remarked that, when running for a street car, it is obviously unwise to try to board the car at right angles when it is going at a fairly high rate of speed. The proper thing to do is to run parallel with the car, increasing one's pace until it is possible to step easily and gracefully on to the platform. In like manner, when trying to sell anything to a prospect, it is well to put one's message in terms which will be in harmony with the prospect's thought. From that point one can more easily step into the proposition in which he wants the prospect to become interested.

This thought has been incorporated in our direct-mail series. We start to talk about something

familiar with the forgings used in our tractors. The back page of the letter lists twenty-five reasons why the prospect should and will prefer an Allis-Chalmers.

With the initial mailing piece there is an accompanying letter addressed to the dealer entitled "Here Are 75 Sales Letters." It tells him how he should handle the campaign and the supplementary work expected from him. We stress the fact that it will be important for him to call on every single one of the people whose names are on his mailing list.

In addition we send a letter to our salesman informing him of the fact that we are sending the campaign to his dealer. We emphasize the necessity of seeing that the material goes out promptly to the list.

The following three pieces are

# *The* Columbus Dispatch

OHIO'S GREATEST HOME DAILY

*Now has the*  
**GREATEST  
CIRCULATION**

*in its history*  
**118,209**

*distributed as follows*

<i>Total City</i>	<b>62,759</b>
<i>Total Sub'n</i>	<b>26,553</b>
<i>Total Country</i>	<b>28,897</b>

**CITY HOME DELIVERED**  
**48,675**

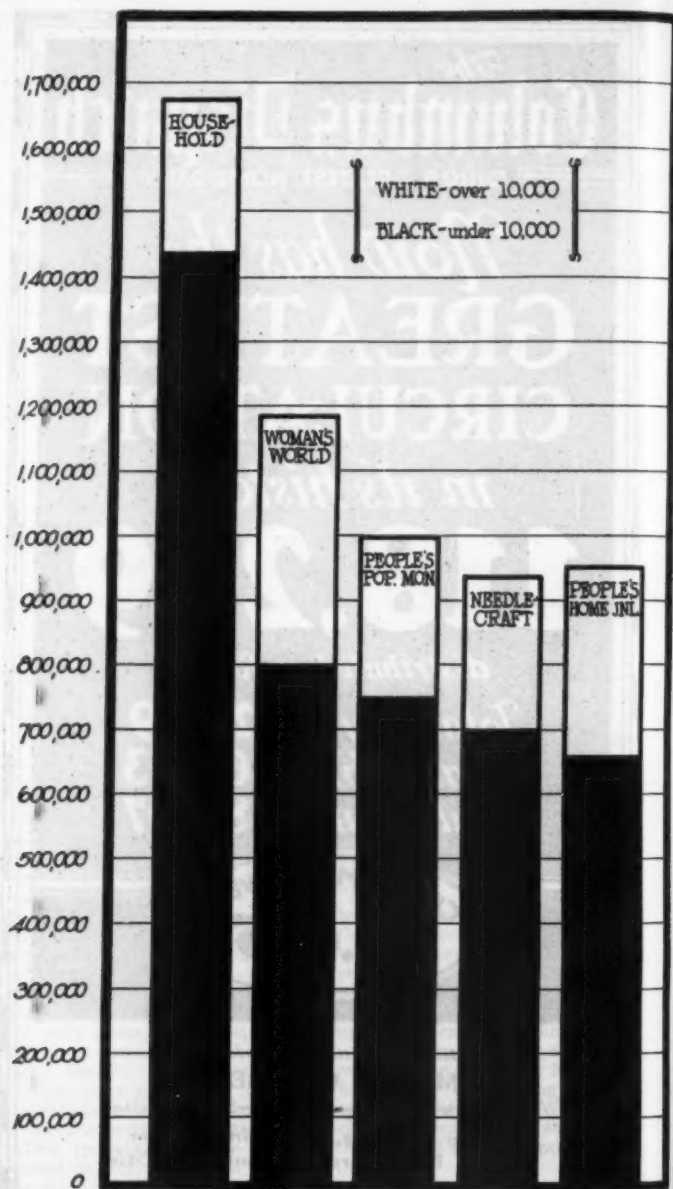
*General Advertising Representatives*

**O'MARA & ORMSBEE, Inc.**

**New York—Detroit—Chicago—San Francisco**

*Harvey R. Young, Advertising Director*

**Member 100,000 Group of American Cities**



# *Advertising Pressure of the Small-Town Magazines- on the Small-Town Market*

**T**HE HOUSEHOLD MAGAZINE with its 1,680,000 subscribers, 86% of whom live in towns under 10,000, is the one, big, dominating magazine in the small town field.

The chart opposite shows the total circulation of small town magazines, and the black shows the circulation in towns under 10,000.

The HOUSEHOLD MAGAZINE alone gives practically as much circulation in small towns as the combination of any two of the other books.

*More and more advertisers are using  
The HOUSEHOLD MAGAZINE  
exclusively to do their small town job*

## *The* **HOUSEHOLD MAGAZINE**

**"THE MAGAZINE OF MAIN STREET"**

CHICAGO: 203 North Wabash Avenue  
NEW YORK: 420 Lexington Avenue  
SAN FRANCISCO: 201 Sharon Building

**ARTHUR CAPPER, Publisher**

handled in the same manner. They are sent to the dealer in addressed envelopes all ready for signing and mailing. The dominating purpose of the series is to make the dealer realize the important part he is playing in the merchandising of our tractors.

Our dealers voluntarily maintain their own mailing lists. These are kept up to date by sending us information pertaining to the status of their prospects. One letter received from Bose & Sons, Bessie, Okla., for example, requested us to take twelve names off their list. Opposite each name was stated the type of tractor purchased. Six of the twelve bought Allis-Chalmers tractors. We truly believe this is somewhat of a demonstration of the effectiveness of the methods used by our dealers in going after this business.

With the dealers' mailing lists at our disposal we are in a position to utilize them frequently if the need arises to circularize a special field or some particular State. As, for example, the manner in which we used a broadside several years ago. This broadside was sent to our prospect list of 15,000 names and we received over 2,000 inquiry cards to which we could trace the sale of over 100 units.

To aid and assist the dealer in maintaining a prospect control system, we are continuously direct-mail merchandising the adoption of a sample or model system which we have set up for his use. This consists of prospect cards and a metal filing case. The entire unit is sold to the dealer for \$2.50, giving him the machinery for setting up a complete system for controlling his prospects. We also sell to the dealer, by mail, a book-keeping system which he can use for maintaining his records in an orderly manner. The prospect card is illustrated in Figure 3.

Every effort is made to secure prospective dealers or to arouse their interest by means of direct-mail effort, in the form of four-page illustrated letters and single page letters. In every case we attach a return card so that an interested prospective dealer can crystallize his interest into action

and inform us of his desire to gain more information about our proposition.

After we have sold a unit we do not let the proposition drop. We believe that every purchaser of an Allis-Chalmers 20-35 tractor can be the means of selling perhaps another additional or several additional units. Therefore our service department has inaugurated a direct-mail system of Government postal cards which starts to operate immediately upon receipt of the settlement in our office. These cards are prepared with the thought of advising the purchaser of ways and means whereby he can greatly increase the efficiency of his tractor and receive the full-est benefit from it.

The proof of the pudding is in the eating. With one-quarter of the year scarcely over, we find we have already exceeded our total volume of sales set up for the entire year.

### Crown Willamette and Zellerbach Companies Merge

The Crown Willamette Paper Company and the Zellerbach Corporation, both of San Francisco, have merged. The new company will be called the Crown-Zellerbach Corporation. Both companies are distributors and manufacturers of paper and paper products.

### F. R. Fuller Starts Own Business at Cleveland

Fred R. Fuller has started a financial advertising business at Cleveland. He was one of the organizers of Fuller & Smith, Cleveland advertising agency, and at one time was advertising manager of The Cleveland Trust Company.

### Quaker Hosiery Appoints Evans, Kip & Hackett

The Quaker Hosiery Company, Philadelphia, has appointed Evans, Kip & Hackett, Inc., New York advertising agency, as its advertising and merchandising counselor. Business papers will be used.

### Kellogg Group Opens Eastern Office

The Kellogg Group of Railroad Employe Publications, Chicago, has opened an Eastern office at New York. Joseph F. Beck, for the last ten years with the Chicago office of the Gardner Advertising Company, Inc., will be in charge.

# Farm Life and Latin America

**T**HE Farm Life group of more than a million families is buying as much each year as the combined annual purchases from the United States by all of North and South America below the Rio Grande. Advertising in Farm Life is cheaper and more effective than any method of cultivating the foreign trade. Do not neglect the good farm papers that serve other groups. Complete coverage is a very important factor in the success of your cultivation of the rural section of the American market. But talk to the Farm Life group through Farm Life.

T. W. LeQuatte

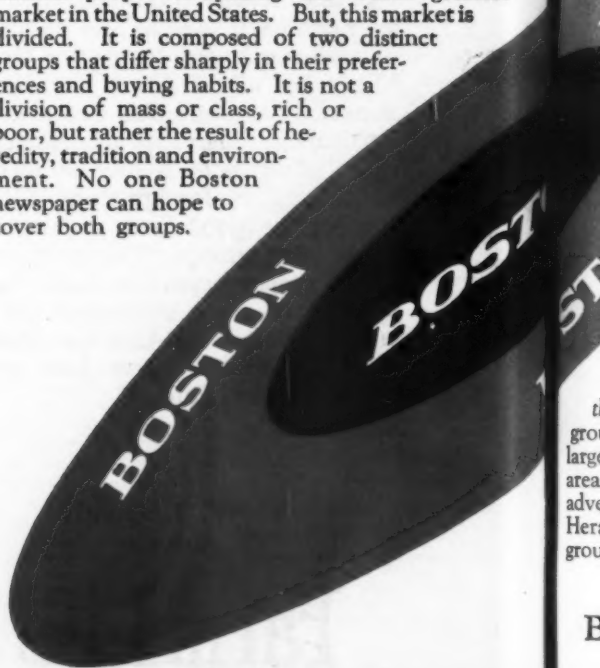
*Publisher*

## Farm Life

Spencer, Indiana

# A market with

Boston is different. It is unlike any other city in the country. Census Boston is not Business Boston. The real Business Boston stretches out in an ever-widening circle that embraces the fifteen-mile trading radius. The municipal bounds are merely geographical, for within this compact trading area live nearly two million people comprising the fourth greatest market in the United States. But, this market is divided. It is composed of two distinct groups that differ sharply in their preferences and buying habits. It is not a division of mass or class, rich or poor, but rather the result of heredity, tradition and environment. No one Boston newspaper can hope to cover both groups.



Advertising Representative:  
GEO. A. McDEVITT CO.  
250 Park Ave., New York, N. Y.  
914 Peoples Gas Bldg.,  
Chicago, Ill.



For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising, among Boston newspapers.

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# th a market— both are Boston

**BOSTON**

The Boston newspapers emphasize still further this division of population. Three of them fashion their editorial policies and news emphasis to appeal to one of the two groups.

The Herald-Traveler does not resemble in any particular any of its contemporaries. Because of its editorial policy and method of news and advertising presentation the Herald-Traveler is the favorite of the other group. And its circulation in this other group—considered as individuals—represents the largest per capita buying power in the Business Boston area. Because of Boston's divided market the national advertiser finds it absolutely necessary to use the Herald-Traveler—and for complete coverage of both groups to use one or more additional newspapers.

## BOSTON HERALD-TRAVELER

Advertising Representative:  
GEO. A. McDEVITT CO.  
250 Park Ave., New York, N. Y.  
914 Peoples Gas Bldg.,  
Chicago, Ill.



For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising, among Boston newspapers.

new

# Circulation Records

## FOR 14 CONSECUTIVE PERIODS

The Courier-Journal and The Louisville Times, both daily and Sunday, have broken Circulation Records for the last fourteen consecutive periods. Today, after 101 years of constructive public service, they offer advertisers one of the most complete market coverages offered by any newspaper in America. Is it any wonder that, during 1927, National Advertisers placed 85% of their Louisville appropriations in these growing newspapers?

# 170,187

## DAILY

# 138,322

## SUNDAY

In 1928 Louisville offers advertisers her greatest sales opportunities. Advertisers will get MAXIMUM results at MINIMUM cost by CONCENTRATING IN—

### The Courier-Journal.

### THE LOUISVILLE TIMES.

Member of the 100,000 Group of American Cities  
REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY

# Why Salesmen Neglect New Accounts

Getting New Customers Is a Necessary Part of Sales Work and There Is No Set Formula for Securing Them

By A. H. Deute

IN a recent contest for new customers, the first prize was won by a youngster on the sales force. In total volume of business he was far down below some of the outstanding stars in the organization; but when it came to getting new accounts during the life of the contest, this beginner won out.

At first glance, this may seem unusual, but closer study reveals the fact that it is very much the ordinary state of affairs.

There are many reasons why the more experienced salesmen—the men whose territories are supposed to rank among the first—are often the slowest when it comes to getting new accounts.

First among these reasons is the matter of habit. A man works a certain territory. He has a certain way of working it. He starts at one end and finishes at the other. He gets into the habit of seeing certain people. He fails to sell a man a few times and gradually stops calling on him. The sum and substance of the thing is that he just stops hunting for new customers.

Second, there is the pressure from regularly established customers. A dealer who gives a line good support rather hopes that the new competitor across the street will not be given the same line. Sometimes the salesman is told this very frankly. The salesman glances over at the new store. It does not appear very promising. Probably

the man's credit isn't any too good. It is a question whether he can make a success in that location. The conversation is something like this:

"Well, Bill, I can see how you feel about it. Of course, you'd rather not see our line across the street. I don't blame you. But look at it from my standpoint. You're not really confining your

efforts to my line. And I've got the house's interest to protect."

"That's all right. But you've always had more than an even break. Still, here's what I'll do with you. You lay off him for a while and I'll give you some special sales and a couple of windows."

"All right—tell you what I'll do—you give me a real man-sized order and show me some real speed and for

the time being I'll lay off him!"

Then the "man-sized order" is written. The salesman, sending it in, feels good over its size.

Nine chances out of ten the house is not going to know for a long time that there is a new merchant in that town. And if anybody says anything, there is always the reply: "I know that town and that section of the town. He may make a go of it, but more than likely he won't. So I'd rather stick to one good man who pushes our line than split it among two and have them both cut the price and lose interest in it. Just leave that town to me. Any time I don't come through

Two salesmen worked a certain territory for two rival candy manufacturers. The men were old and experienced and both had large personal followings. Between them, they held a large part of the most desirable trade.

A specialty salesman was sent into that territory by a third candy producer with instructions to open new accounts. How he did it constitutes an instructive lesson in the art of getting new customers.

with the business, then you holler."

So there develops the tendency on the part of the old man on the territory to pass up one store after another.

One of the rapidly growing Oklahoma towns was actually lost entirely to an Eastern drug house. This town got to the point where it had five good drug stores, yet the salesman was unaware of that fact. A few years ago, he knew of it as a cross roads settlement with a general store with poor credit. It was an unhandy town to make so he passed it up after the first trip. Oil was found. The town grew over night. But to that salesman, it was still the cross-roads settlement.

Then there is a third reason. Salesmen, in time, acquire a sense of dignity. They cease to be hustlers for orders. They become visiting representatives of the house. They call on friends and acquaintances. Their monthly or quarterly trips take on almost the air of a visit to old friends. And many a time it is just that.

Now, the man who has traveled a given territory for many years, who counts as his friends scores of well-established, well-rated merchants, who knows he will have a genuine welcome in their stores and offices—such a man is not inclined to fight his way into the store of some new-comer or stranger and there "line up with the rest of the pedlers." He has outgrown that sort of thing. He gets no thrill out of adding a new name to the company's books or to his own route list.

Then there is the matter of working a territory. One day I asked a salesman why he worked only eight dealers in a town in which there were thirteen listed. Here was the naïve reply:

"Out of the thirteen, I call on and sell eight, as you say. Five I pass up. Two of them are no good. They'll be going broke any day. The other three are small fry and if I stayed to call on them I'd have to put in a night in that town. That would keep me from finishing up the next town the following day. It would throw

me out of the whole week's schedule. Those three aren't worth it."

As a matter of fact, what really counted was the fact that a good train left that place at four in the afternoon and landed this salesman in a sizable city by eight in the evening. He could wire ahead and have a couple of theater tickets reserved for him and there would be a pleasant evening. Otherwise he would have to stay in that town until eight and reach the city at one.

About a year ago a Chicago manufacturer lost one of his oldest men. A competitor took him. This manufacturer felt that one of his best territories would be badly cut up. Under the circumstances, not wanting to risk an expensive salesman in that field, he promoted a young man from his shipping department. The young man had been begging for a chance. Here it was.

Much to the surprise and, of course, delight, of the manufacturer, the young beginner started out with a volume almost on a par with that of the former man, and with a much lower selling cost. The business came in largely from a great number of new accounts. It developed that the former salesman had confined his efforts to a few of the large stores and had neglected the newer ones, many of which were growing rapidly.

The youngster, having no prejudices or old friends in the territory, called on every one who was in that line of business. And he brought in many of them. This is, after all, such a commonplace happening that many manufacturers and wholesalers have devised methods for remedying the situation.

#### USING JUNIOR SALESMEN

One drug manufacturer uses junior salesmen. The regular salesman's territory is analyzed. It is found there are a certain number of rated dealers in his territory. He has a certain number of accounts. Many times there are 150 and more not being covered.

This makes the territory for the junior salesman. He works under

the regular man's general directions, but his job is mainly to put these smaller stores on the books as regular customers. In short, the cub salesman does the "menial work" for the older man.

Of course, there are always on display, in many houses, the new customer boards where each man's new customers are counted up and listed by months. While this is an old custom, sales managers find that it works exceedingly well, provided it is made more than a mere matter of marking up figures.

A friend of mine resorted to the clever practice of employing one special salesman whose job it was to work over one territory after another for the purpose of securing new customers for the house. Naturally, the salesmen resented this. There were all sorts of reasons advanced why this practice would be bound to work untold harm.

The sales manager countered by agreeing to take this special salesman off the territory for a month. During this month, all salesmen would be expected to make a drive for new customers. The man who secured the least and finished at the bottom of the list would find this special salesman working his territory the following month.

The argument advanced was that no doubt the men were right. Unquestionably, it would be better to let the regular men handle this matter. On the other hand, if a salesman proved himself unable to make good in the job of getting the new customer, then naturally it was no more than right that the house should supply him with some help. So it became an established practice that the winner of the booby prize drew, for that prize, a month's overhauling of his territory on the part of the special salesman.

Aside from contests and the various devices for stirring up artificial interest in securing new customers, various lines of business find it possible to do this kind of work economically by doubling it up with other forms of sales activity.

Many candy factories handle the matter by having one or more spe-

cial salesmen to sell nothing but the Christmas package line. These men sell futures. Consequently, they can work months in advance of the holiday season. As part of their work, they are expected to interest merchants who are not buying the company's line.

Many times it is really no fault of the salesman that certain merchants refrain from buying. One of these holiday specialty men recited several interesting experiences which came to him during the last year. He was working, particularly, in a territory in which two competitors had old and experienced men with large personal followings. These two salesmen were men who taught the merchants the advantage of buying as much as possible from a single firm, looking to that firm to keep them supplied with fast and profitable sellers. Their method of selling was excellent and above reproach. These two experienced men, while competitors, worked in close co-ordination. They respected each other's "exclusive accounts."

That meant that in most cities and towns in that territory, more often than not, the several really desirable stores were aligned either with one or the other of these two men. Between them, they held a large part of the most desirable trade.

#### MAKING THINGS WORSE .

The half dozen men representing other lines had scanty pickings in this territory. As a result, there was a frequent change of men, as they either became discouraged and quit or their houses became discouraged and changed men. Every time a change was made, it demoralized things just that much more for that house.

The specialty holiday salesman in question, invading that territory, found actually scores of merchants who were confining their purchases to one, or at most, two houses. He was in a veritable wilderness of new accounts, provided he could induce them to interest themselves in his line.

But when he made his first calls he found himself against the pro-

verbial stone wall. Dealers were simply not interested. After two days of this sort of work in a city of 50,000, he decided that he might as well make up his mind to camp there indefinitely. It would be better to take plenty of time and break through in one spot than to flit all over and really accomplish nothing.

So he rented an unusually good sample room in the best hotel. He hired a local window trimmer to help him make his display. And he made a good one. Then he secured, through the manager of the local telephone office, a woman with a very good telephone voice. He taught her her job, which was to call up merchants and make definite appointments for them at the sample room. Where necessary, she offered to send an automobile to bring the buyer to the hotel.

Once inside of the sample room, much of the difficulty was overcome. Here was a decidedly worthwhile line. It was extremely well displayed. It contained many novel ideas. It was a line which would have sold readily in that town but for years of training which had kept many of these merchants from even considering that firm's products.

These rather heroic methods resulted in many good accounts being opened. In this particular case, the salesman who followed this specialty man was capable and succeeded in keeping many of them as active buyers. It is doubtful, however, if less thorough tactics would have enabled the specialty man to pay expenses on the trip, let alone get a sizable number of new accounts.

A tobacco jobber made use, not long ago, of an unusual circumstance. He had a salesman who was advanced in years, quite well situated financially, and no longer inclined to spend all of his time on the road. So this man resigned, deciding to spend his time managing an apartment house which he owned. Inside of a few months, though, the gentleman in question felt a yearning for some trips. He talked it over with his former employer. The upshot was that he

purchased a small block of stock in the jobber's company and was elected second vice-president. His wide acquaintance list was more than pleased to learn of this new connection. It promised well.

The vice-president's job consisted of spending every other week working various sections of the firm's territory. He traveled in his own machine. He carried a generous supply of big, expensive cigars. He wore an equally big and expansive smile. He was a perfect ambassador of good-will. His job was to call on selected lists of prospective customers, hand over his card and then lay the foundations for future business. He solicited no orders. His entire job lay in trying to induce the prospect to express a willingness to have the regular salesman call. It proved to be a very pleasant and profitable connection for both the house and the retired salesman.

Securing new customers is, of course, an essential part of every sales manager's job. There is no set rule or definite formula for getting them. On the other hand, as one sales manager expressed it: "The main thing is to keep realizing that you have to get them. The next thing is to try to work out the most logical reason why a prospect should become a customer and then develop that reason in every possible way."

### Roy W. Howard Now Directing New York "Telegram"

Roy W. Howard, chairman of the board of the Scripps-Howard Newspapers, has become president and publisher of the New York *Telegram*. He will devote the major part of his time for an indefinite period to that newspaper.

W. L. Studevant, who has been editor of the *Telegram* since May, 1927, has been assigned to general editorial work in the office of George B. Parker, editor-in-chief of all the Scripps-Howard Newspapers, at New York.

### New Accounts for Erwin, Wasey

The Home Incinerator Company, Milwaukee, and the Shaffer Oil & Refining Company, Chicago, have placed their advertising accounts with Erwin, Wasey & Company, Chicago advertising agency.



# Reasons Why

*The Burroughs Clearing House* is a medium of proved quality for the advertiser who desires to sell the Banker, and do it economically.

- 1 Medium**—A national, monthly magazine for bank executives, which has built and held since 1916 a tremendous following among financial men.
- 2 Market**—The banks of the United States and Canada, possessing the greatest direct and indirect purchasing power of any one vocational group in the world.
- 3 Circulation**—Over 60,000 copies monthly, by far the largest circulation obtainable in the bank field with a single medium.
- 4 Rate**—The rate is \$300 a page—thus with \$3,600 you can place twelve strong sales messages directly before one or more executives in every bank.
- 5 Display**—A standard sized type page (61 x 44 picas) assuring the right space unit; superior stock and typography, assuring printing quality; the company of high-grade advertisers, assuring confidence in the advertising columns.

Write today for sample copy and rate card

**The Burroughs Clearing House**  
Burroughs Avenue and Second Blvd., Detroit, Michigan





## HOW MUCH Distribution *must* a manufacturer have before beginning ✓ ✓ MAGAZINE ADVERTISING?

*Our Own Observations Should Prove Interesting  
... Particularly to Manufacturers Whose  
Sales Expense is Running High*

THIS opens up a wide field for debate.

It has been an orthodox practice in business to chart sales territories, exploit them methodically, advertise here and there locally, and then when the whole setup of distribution has been accomplished to commence national magazine advertising.

But usually this takes years. And the expense of the initial sale to the trade runs high and the movement of the merchan-

dise from the dealer's shelves is provokingly slow.

Men with true merchandising talent, fine products and a good advertising story to tell have chafed under this practice. Some have rebelled. A few daring souls with a fine faith in advertising have consigned stocks to jobbers and then "shot" a magazine campaign.

Of course, there has been a high mortality in demand and a flood of letters to the manufacturer, beginning ominously



"I have been to dealers in our town and they do not carry your product. Where . . . etc., etc."

In fundamentals the conservative is right when he says "We must have distribution first." So, too, the radical is correct when he says "Create the demand and the dealer will stock it."

But there is a broad middle ground between the conservative and the radical.

During twenty-five years advertising and merchandising experience we have met both factions. And listened to interminable pros and cons. Our object has been to reconcile the good in each.

Our plan of coast to coast advertising has helped solve many unusual advertising, sales and merchandising problems by using the proper combinations of mediums plus thorough knowledge of sales, advertising and merchandising conditions in each of three zones shown above.

We believe that out of our 29 years' advertising and merchandising experience which helped us solve many sales distributing and advertising problems for our customers, we can prove we can help solve other problems of sales, advertising

and distribution for other advertisers who desire to work with us.

We will send to any advertiser interested to know more about our work a copy of a recent issue of the American Business magazine containing an address made to the magazine men on the subject of this advertisement—together with the complete story of the Eskimo Pie Radio hour—how it was advertised, merchandised and the results obtained.

*We have a Radio plan, tested and ready, for some large advertiser to use successfully—from a merchandising, sales advertising and general publicity angle—result of our 6 years' experience in using Radio Broadcasting in connection with newspaper, magazine and farm paper advertising. We can produce results for an advertiser who will follow our advice in the use of these mediums together.*

WM. H.   
**RANKIN**  
 COMPANY *Advertising*

Established 1899

342 Madison Avenue  
 New York City  
 Murray Hill 9300

Tribune Tower  
 Chicago, Ill.  
 Superior 6600

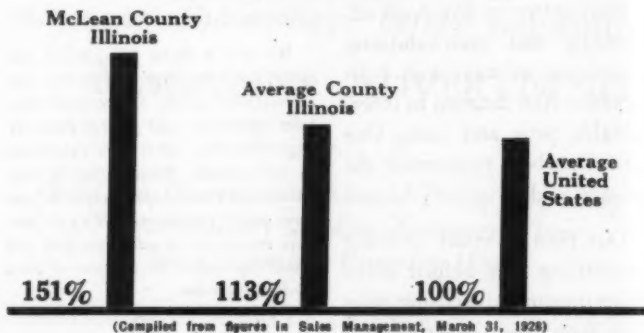
San Francisco: 507 Montgomery St.  
 Los Angeles: 613 Petroleum Securities Bldg  
 Portland, Oregon - Seattle, Wash.  
 Toronto, Canada

Charter Member of the American Association  
 of Advertising Agents  
 Member National Outdoor Advertising  
 Bureau

# McLean County, Ill., Leads In Quality of Population

*as expressed by*

- Income Tax Returns
- Automobile Ownership
- Bank Deposits
- Telephone Installations
- Domestic Lighting Consumers
- Total Wealth Factors



## The Daily Pantagraph

Enters 80% of the Homes of  
McLean County and 94% of the  
Homes of Bloomington.

*Published Evenings (Except Saturdays and Sundays) and  
Saturday and Sunday Mornings at*

**BLOOMINGTON, ILL.**

REPRESENTATIVES—CHAS. H. EDDY CO., 247 Park Ave., New York City;  
294 Washington St., Boston; Wrigley Bldg., Chicago  
Member A. B. C., A. N. P. A., Associated Press

# How Upson Curtails Needless Distribution of Dealer Helps

On Every Requisition for Dealer Helps the Cost to Upson Is Placed After Each Item

By Herbert C. Hall

**N**EARLY every manufacturer faces the problem of waste in the distribution of his dealer helps. Many dealers over-estimate their requirements and order more helps than they can possibly use. Others are selfish and demand more help than the profit on their business allows. Very often salesmen become over-generous and heap aids on dealers, much against the dealers' good judgment.

These evils represent a tremendous, unnecessary expense. Nearly every concern will reluctantly admit that there is at least a 25 per cent waste to its advertising. Others will say 50 per cent. The writer was recently told by an advertising man that his company's advertising waste mounted up to nearly 75 per cent.

The Upson Company, of Lockport, N. Y., after facing these problems for many years, has conceived the idea of placing the cost to Upson opposite each piece of literature, on its salesmen's advertising requisitions. Thus, each salesman in making out requisitions for his dealers can accurately gauge the amount of money his house is spending to help the individual dealer get business, in proportion to the amount of business the dealer places.

The salesmen are also afforded an excellent sales argument in their canvasses. As they book business, it is a very simple matter for them to say to the dealer: "Now the business you have just given me entitles you to \$. . . worth of free advertising, or an assortment we will make out on this requisition form. As you can see from this requisition, our advertising costs considerable money, and we know you will be glad to use it."

The psychological effect that this new requisition has upon the dealer

has been very encouraging. It has proved that very few dealers appreciate the value of the aids furnished them by the manufacturers whose lines they handle. Or, as one dealer explained: "Never having had occasion to buy any literature of this kind myself, I did not realize that it cost so much. Heretofore, I thought nothing of wasting large quantities of helps furnished me, and I can now see where I have destroyed the equivalent of hundreds of dollars. I will be much more careful in the future and will order only the amount of free helps that I feel I can conscientiously use."

Upson salesmen took to the new requisition form as a relief to many of their worries. They were able to use it to excellent advantage in stemming the selfish requests of dealers who thought they were entitled to more help than the amount of business they placed would allow. It helped one salesman in particular to combat a dealer whose request for literature would have made it necessary for The Upson Company to lose money in order to sell him.

## TEACHING THE SALESMEN THE VALUE OF THE LITERATURE

The form also has helped salesmen to equalize the distribution of Upson literature. Many salesmen did not realize the value of this form of advertising. The form placed dealer helps in a new light in their eyes. They are, as a result, much more careful about the manner in which they hand Upson material out, and they take pains to impress upon their dealers the value of the advertising helps they receive.

The new requisition was introduced to the salesmen in a letter which read as follows:

[ Let artists help sales  
letters as they have  
advertising ]



## Neither Pictures Nor Letters Need Compromise When Illustrated Letters are Printed on Two-Text

**U**NTIL Two-Text was invented, you were compelled to choose between bond and coated papers for illustrated letters. Neither was altogether satisfactory.

If you chose bond papers, you had to compromise as far as pictures were concerned. For the printing of fine screen half-tones was not practical. The color plates used in the magazines could not be re-utilized on bond stock.

If, on the other hand, you elected to use a coated stock that would do justice to the pictures, your mailing approached the appearance of a circular. It lost the letter appearance which bond stock alone seems to give.

But Two-Text has the advantages of both bond and coated papers without their disadvantages.

For the letter side, it provides a real bond surface with the bond feel and look.

For the illustrated side, it furnishes a coated surface that prints halftones of very fine screen. You have words typed on the bond surface. Pictures faithfully reproduced on the coated surface. There is no compromise between the typed and printed messages. Both are in their proper setting — free from limitations.

Quite a number of houses that sell entirely by mail—that keep careful records of selling costs, are making mailings of illustrated letters on Two-Text. Some now employ four-page letters for 75% of their offerings.

Standard Paper Manufacturing Co., Richmond, Va.

## TWO-TEXT ILLUSTRATED LETTER PAPER

*For the letter side a bond surface—for the illustrated side a coated surface.*

Remember back quite a while ago when we said we were planning a new advertising requisition form?

With the one which has just been printed we can now tell just how far to go in handing out samples, signs and displays, literature and special booklets, to our dealers in proportion to the amount of business they give us.

For example, it is quite illogical to give twenty to twenty-five or thirty dollars worth of material to a dealer who buys only a small amount of Upson Board or Upson Fibre-Tile, *unless circumstances absolutely warrant its being done. For you would be quite surprised to know how this advertising expense mounts up.*

In connection with the foregoing, let us again remind you that all expense that goes into your territory is chargeable against your operations in that territory. So it is to your advantage to keep costs down to the lowest possible minimum, *consistent with good judgment.*

Here is only one of the fine things about this new advertising requisition.

With it you can show the dealer exactly the cost of the material we are giving him to help him sell Upson Products. For example, say that you are giving a dealer twenty-five 3/16" Upson Board 3" by 4 3/4" samples at a cost of 50 cents, seventy-five Square Tile samples 6 x 6 at \$1.87, and Upson Board panel display at \$2.50, a new metal Tile display at \$2, and say an assort-

ment of a hundred pieces of possibly five folders at \$2.50, fifty or so carpenter booklets at \$1, and 100 Square Tile mailing containers with samples and booklets at a cost of \$20, and you have a total of nearly \$30. *How large should a dealer's order of Upson Board and Tile amount to to justify that advertising expense?*

Very few of your dealers realize or appreciate the value of the helps we give. We know that when we recently brought this point out to a nearby dealer he was somewhat astounded. In this particular case, the dealer said: "Why, I have thrown away hundreds of pieces of literature. Now that I know that this all costs more money than I ever thought, I am going to be more careful in what I allow each manufacturer's salesman to send me, and I am going to use the material I do get to better advantage."

### Newspaper Campaign Started in South and West

Antrol Laboratories, Inc., Los Angeles, manufacturer of "Antrol" and "Snarol," snail and ant preparations, has started an advertising campaign, using newspapers in Western States and also in several Southern cities. This advertising is being handled by the Los Angeles office of Lord & Thomas and Logan.

### March Chain-Store Sales

	March 1928	March 1927	% Change	3 Months 1928	3 Months 1927	% Change
F. W. Woolworth.....	\$21,839,185	\$19,600,617	11.4	\$57,945,794	\$53,094,554	9.1
J. C. Penney.....	13,134,179	9,968,057	31.7	29,774,544	23,789,552	25.1
S. S. Kresge.....	16,854,782	9,183,218	18.2	28,832,221	25,447,777	13.3
Safeway Stores.....	8,620,630	5,740,013	50.1	22,699,377	15,712,204	44.4
Louis K. Liggett.....	5,136,164	4,868,847	5.4	14,701,376	14,100,325	4.2
S. H. Kress.....	4,629,702	3,929,538	17.8	12,565,271	10,756,422	16.8
W. T. Grant.....	3,706,533	2,789,090	32.8	9,173,197	7,241,930	26.6
McCrory Stores.....	3,123,053	2,863,686	9.0	8,419,325	7,911,931	6.4
Childs Company.....	2,286,424	2,522,429	-9.3	6,819,922	7,379,190	-7.5
G. R. Kinney.....	1,530,521	1,257,800	21.6	3,400,877	3,192,233	6.5
J. R. Thompson.....	1,245,365	1,242,970	0.1	3,644,550	3,585,556	1.6
J. J. Newberry.....	1,185,269	778,186	52.3	3,022,776	1,993,698	51.6
D. Pender Grocery.....	1,238,260	1,039,932	19.1	3,318,895	2,861,763	15.9
Piggly Wiggly Western	1,157,532	1,158,821	-0.1	3,519,020	3,111,237	13.1
F. & W. Grand.....	1,127,673	878,104	28.4	2,829,521	2,246,339	25.9
Metropolitan Stores ..	912,087	801,000	13.8	2,356,526	2,148,472	9.6
McLellan Stores.....	894,228	696,128	28.4	2,192,283	1,812,572	20.9
Peoples Drug.....	811,002	636,017	27.3	2,254,368	1,808,251	24.6
G. C. Murphy.....	787,712	693,442	13.5	2,058,799	1,852,985	11.1
Neisner Brothers.....	664,598	392,083	69.5	1,492,812	1,079,194	38.3
Loft, Inc.....	643,998	612,597	5.1	1,666,903	1,730,654	-3.8
I. Silver & Bros.....	479,652	388,394	23.4	1,180,365	979,758	20.4
Fanny Farmer.....	270,023	251,197	7.4	832,279	782,397	6.3
Kinnear Stores.....	249,753	193,986	28.7	620,214	485,375	27.7

F. W. Woolworth reports that of the gain for March, old stores were responsible for \$1,198,822, or 6.1 per cent gain in their business; for the quarter, old stores gained \$2,083,317, an increase of 3.9 per cent.

### NUMBER OF STORES IN OPERATION:

	End of March 1928	End of March 1927		End of March 1928	End of March 1927
J. C. Penney.....	930	826	McLellan Stores.....	132	114
McCrory Stores.....	222	202	Neisner Brothers.....	27	17
Metropolitan.....	93	82	Loft, Inc.....	43	38
Fanny Farmer.....	109	97	S. H. Kress.....	183	172
G. C. Murphy.....	113	99	Peoples Drug.....	52	46
D. Pender.....	379	329	I. Silver & Bros.....	23	21

# Publishers Help Curb Correspondence School Advertising

Civil Service Commission Is Gratified with Offers of Co-operation from Publishers

(Special Washington Correspondence)

**A**NOTHER indication of the willingness of business men to co-operate with the Government in eliminating unfair practices is furnished by the results of a recent request made to the publishers of the country by the Civil Service Commission. The purpose of the request was to eliminate so far as possible the false and fraudulent advertising of certain correspondence schools which claimed to equip students for civil service examinations. In a brief article, "Government Checks Up Correspondence School Advertising," in *PRINTERS' INK* of March 29, 1928, some interesting facts were given regarding the preliminary survey which was the basis for the request.

In discussing the subject more recently Herbert E. Morgan, director of recruiting for the Civil Service Commission, explained that the request was indirect in that it furnished the advertising managers of publications certain information which was intended to convince them that the advertisements mentioned were highly questionable. This request was mailed on March 20, and within three weeks the Commission had received about forty replies from publications which pledged that the advertisements mentioned would not be carried again.

"Furthermore," Mr. Morgan said, "replies are still coming in, and they express a willingness to co-operate on the part of the publishers that is exceedingly gratifying. To date we have received but one letter from a publisher which does not express approval of our campaign.

"There are about twenty-five correspondence schools which specialize in alleged training for civil service examinations. Their number has been increasing for years, and the tendency of many of them

has been to run wild with all kinds of false claims and misinformation. Their most unfortunate feature is that about 98 per cent of the students attracted by the objectionable schools have a low order of intelligence and are least able to spend money for tuition. Because of the wording of many of the advertisements, a considerable percentage of those who buy the courses have the idea that the schools are operated by the Government, and frequently they come here to the office or write us demanding a return of their money after they have failed to pass examinations.

## WITHIN THE LAW

"It is obvious that these correspondence schools could not be operated profitably without advertising in publications and the use of the mails. The columns of the publications were open to them because the publishers did not know the nature of their advertising. The use of the mails could not be denied them for the reason that, in most cases, it was very difficult or impossible to prove the intention to defraud. Technically, these civil service schools have kept within the law, although many of them have published misleading advertisements, and have sold courses that are worse than useless, because they have misinformed students regarding the Civil Service.

"Of late years we have worked with the Federal Trade Commission and the Better Business Bureau with excellent results. The better class of correspondence schools have helped by establishing a code of ethics. At the conference at Pittsburgh last spring, the schools represented did about 80 per cent of the business of the country, and they are co-operating with us to eliminate the false and misleading civil service advertising. But I feel sure that the willing-

# McCLURE'S

May 25 Cents • Edited by ARTHUR SULLIVAN HOFFMAN



A. W. DAMON • ALAN L. HUNSON • CORDON YOUNG • EUGENIE  
L. MCKINNA • B. C. FORD • FRANK HUNT • EDITH  
FOWLER • ISABELLE • ELIZABETH HARRIS • THOMAS HURD  
WILLIAM C. CUNNINGHAM • BERNARD RICH • C. EDWARD RILEY

ness of the publishers, recently expressed, is the most important factor in promptly and completely solving the problem."

Mr. Morgan then referred to several letters that were typical of the majority of the replies. One from a widely circulated class magazine assured the commission that the advertisements of the objectionable civil service schools would be bared in the future and added, "We are heartily in accord with the stand the commission takes on this class of advertising, and you can count on our co-operation in discouraging it."

In reply to the request, the advertising manager of another popular class publication wrote, "We have discontinued all advertisements of this type beginning with the May, 1928, issue."

The publisher of a group of several general magazines not only agreed to discontinue carrying the advertising mentioned, but wrote that he was calling the attention of the publishers of twenty-five other magazines to the subject, and added, "Please be assured that we shall co-operate in every way."

The advertising manager of a widely circulated journal in the farm field frankly acknowledged that his publication had carried the advertising of two of the schools for some time, and wrote further, "In view of your recommendation, we are glad indeed to discontinue carrying the above mentioned advertisements commencing with our May issue."

Perhaps the most widespread result was expressed by a letter from a large organization which furnishes "boiler plate" to hundreds of country newspapers. "The facts," the letter reads in part, "to me, rather definitely place advertising from schools of this nature under the head of fraudulent, and we will not accept any of it."

While a gratifying number of replies of this kind have been received, Mr. Morgan is convinced that they measure only a small part of the results produced. "For instance," he said, "several hundred publications printed stories written around the facts and informa-

tion presented by our communication, and did what they could to notify the public of the fraudulent nature of the advertisements. This kind of co-operation, with the closing of the columns of the publications to the advertising of the schools, cannot fail eventually to eliminate the fraudulent appeals of the schools. We shall continue to use all of the regulatory forces at our command, and, guided by the many complaints we receive from the public, I am sure that we can soon solve the problem with the co-operation of the publishers."

### Knickerbocker Ice Account to Hawley Agency

The Knickerbocker Ice Company, New York, has appointed the Hawley Advertising Company, New York to direct its advertising account and that of its subsidiaries, the Boston Ice Company and the American Ice Company. Newspapers in New York, Boston, Washington, D. C., Baltimore and Philadelphia will be used.

### John F. Frost, President, Brooklyn "Citizen," Dies

John F. Frost, president of the Brooklyn, N. Y., *Citizen*, died at Brooklyn on April 17. He was in his eighty-third year and had been associated with the *Citizen* since 1886 when it was founded by the late Andrew McLean.

Mr. Frost had been president for the last several years.

### Experimenter Publications Ap- point Rhodes & Leisenring

The Rhodes and Leisenring Company, publishers' representative, New York and Chicago, has been appointed national advertising representative for the publications of the Experimenter Publishing Company, New York, effective with the July issues.

### Hills Bros. Account to Pedlar & Ryan

The Hills Bros. Company, New York, importer of Dromedary dates, cocoanut and other products, has appointed Pedlar & Ryan, Inc., New York advertising agency, to direct its advertising account.

### National Bureau to Hold Annual Meeting

The National Better Business Bureau, Inc., will hold its third annual meeting at New York, on May 8. Fifteen directors will be elected at this session.



## When an Architect Dies, Retires or Goes Broke The Architectural Forum Loses a Subscriber

Contrary to popular impression, continuity of advertising isn't entirely up to the advertiser. Unless the publication delivers constant circulation what chance has even the most loyal advertiser to repeat his story to the same people year in, year out?

### The Architectural Forum Subscription Renewal Percentage

YEAR	Renewal Percentage	Subscription Price
June, 1925 . . . .	73.25	\$6.00
December, 1925 . .	75.94	\$6.00
June, 1926 . . . .	82.60	\$6.00
December, 1926 . .	82.80	\$6.00
June, 1927 . . . .	78.53	\$6.00
December, 1927 . .	78.78	\$6.00

Effective January, 1928, the subscription price was raised to \$7.00. The circulation of The Architectural Forum is now the largest since it was founded in 1892. Subscription renewals have never been better.

This unusually loyal reading audience has consistently attracted the largest number of advertisers in its field to The Architectural Forum.

## MOVING YOUR MERCHANDISE (along the lines of least resistance)

1



Your product—as they see it . . .

"They" must be pleased. Examine your product through their eyes. When it proves itself merchandisable, look to your market.

2



Who buys your goods?

What the store offers for sale, the people buy. The store selects products it knows most about. **FIRST** make your product known to the store.

3



And this is where we come in—strong

The Economist reaches nearly ten thousand of the better stores. Economist advertising makes your product known to these stores.

4



Straight into the buyer's office

The Economist takes your message right where the buyer does his buying—just when he is looking for desirable, salable merchandise.

5



Here your "salesman" goes to work

Your silent salesman introduces your product—states your case—emphasizes advantages—indicates profit possibilities.

6



The Economist—alone at the top

No other factor equals its facilities for favorably influencing the important individuals. If the department store is your market, the Economist is your medium.

## DRY GOODS ECONOMIST

239 West 39th St., New York

Offices in all principal cities

# Attacking Trade Abuses with Ridicule

Advertising Campaign of Wells-Treister, Fur Wholesaler, Shows Fur Industry Funny Side of Serious Evil Practices

By Roland Cole

HERE'S a manufacturer. A retailer calls to see his line. A sample is set before him. "How much?" the retailer asks. The manufacturer says: "First let me tell you about quality and work—" The retailer cuts in, "I said, how much?"

The manufacturer quotes a price. The retailer holds in his hand a bunch of price lists of other manufacturers and ruffles them over. "Too much," he says, "I've got that beat. Now show me what you've got in —," and he names another item or line.

The manufacturer brings out item after item. Quality, cut, style, workmanship—all these points the retailer cares nothing about. All he wants to know is the price. He takes nothing else into consideration.

"Not long ago," said Lewis P. Wells, president of Wells-Treister, Inc., New York wholesale fur house, "we received a visit from the buyer of a well-known up-State store. Knowing he was coming, and having had past experience with him, we replaced the price tickets on a number of garments we planned to show him with other tickets bearing prices at cost and in some cases less than cost. When he came we showed him a \$200 coat. 'What price?' he asked. I replied, '\$110.' He said, 'You're away off. I can get a garment exactly like that, maybe better,

for at least 20 per cent less.' I showed him three or four other coats at figures representing about one-half of their regular wholesale prices. He shook his head;



## And then the Pups Came Marching Home!

He thought he had "done the fur market"—when he brought down four longskins in cost. They faded as good as the best—and his customer,—"well, they couldn't tell the difference. Cheap value!"

Then the "pups" began marching home. One after another, their



disgraced owners brought them in,—tipped, split, and looking lost! Sure he made good—but his ledger shows in the end showed a loss—and worse still, he had lost some of his best customers.

The Moral: Buy good merchandise from a fur house that sells only good merchandise, at honest prices.

**WELLS-TREISTER**  
FURS AND FUR COATS  
501-7th Avenue, near 37th Street, N. Y. C.

"THE FUR CIRCUS" BOOKLET IS BEING PROMINENTLY  
FEATURED IN THE WELLS-TREISTER BUSINESS-  
PAPER ADVERTISING

he could do better elsewhere, and he left without buying. Had he taken any one or more of our coats at the prices quoted, I would have sold them to him. But he was not interested; he bought on price only. What he got for the price was apparently of minor interest to him.

"This condition is one we run into quite frequently. There are fur buyers for large retail establishments who seem to know

scarcely anything about furs. There are others whose actions give you to understand that the whole business is a 'game,' a 'racket,' something invented for the purpose of permitting them to traffic upon the fur-ignorance of a good part of the public. They do not want quality merchandise. They want something that will stand up and look well until they sell it and get the money. The price buyer and the dealer in cheap merchandise are representative of two forms of abuses with which the fur business has been cursed since it came into existence."

Other abuses mentioned by Mr. Wells are exemplified by (1) the retailer who buys his fur goods with no intention of keeping the merchandise should he find himself unable to sell it promptly—he simply ships it back to the wholesaler and asks for full credit; (2) the retailer with the "discount complex," whose idea of buying advantageously is to find a wholesaler who quotes a larger discount than any other; (3) the buyer who comes to the fur market and places his order with the wholesaler who provides him with the greatest amount of free entertainment.

One notorious abuse in the fur business is the way in which rabbit fur is camouflaged under misleading names, such as "squirreline," "Russian leopard," "moline," "seal musquash," and many others. Another abuse is the use of skins which have not been properly selected and sheared—skins containing the perishable under parts, such as heads, rumps and sides. Still another long-standing

abuse, probably the most ancient and honorable of them all, is the "August Fur Sale," a device for trying to make the public believe it is going to be permitted to buy something for nothing, as though a permanent and profitable retail business could be built upon such a platform.

These abuses, and many others like them, have become traditional

in the fur business. Efforts from within the industry to eliminate or mitigate them have been made for years by reputable fur concerns and The National Association of the Fur Industry. Efforts from without the industry to correct abuses have been made by Better Business Bureaus and other agencies. All of these efforts have had, and are having, good results. It occurred to Wells-Treister that as a company it might make an effective contribution toward the cause of abuse-elimination

through the use of ridicule that might be just as effective as any of the other methods used.

To this end the company brought out a booklet entitled, "The Fur Circus," bearing the following explanation on its title page, "Exploding a Few Sacred Myths in the Fur Industry," and "Published in the Interests of Truth in Fur Selling by Wells-Treister, Inc., a New York Fur Wholesale House."

The booklet contains very little text, but a series of cartoon drawings in color, one to a page, with a brief explanatory caption beneath each picture. The first drawing represents two cave men quibbling over a fur which one of them is apparently trying to sell



**LOUIE LEFTOVER**—the ponderous White Elephant, who eats many an innocent fur dealer out of house and home. His eyes are red from looking at ledger sheets.

THIS PAGE FROM THE BOOKLET SHOWS HOW THE COMPANY IS "EXPLODING A FEW SACRED MYTHS"

# Your Copy Is Ready!



## "Tulsa and Its Magic Empire"

As Created and Defined by the

## TULSA WORLD

Facts, figures, charts, statistics, photographs giving a complete, comprehensive portrayal of the resources and characteristics of Oklahoma's greatest and richest market unit—the Magic Empire.

*Send for your copy*

**TULSA  WORLD**

*Oklahoma's Greatest Newspaper*

**The Newspaper That Made The Magic Empire Oklahoma's Greatest Market Unit**

to the other. Beneath the cartoon are these words: "The first fur buyer knew little enough about furs—but he was an expert compared to many of his modern descendants." Picture number two is a shell-game sharper, shiny silk hat, waxed mustache, with the following inscription, "Foxy Furrier—to whom the fur business is a skin game and who believes with Barnum that there's a sucker born every minute." The third cartoon is of an Indian who, the legend declares, is "Givum Back, the Indian Buyer, a well-known character in the fur industry. He knows only six words of English: I Am Returning—Please Credit Me."

#### OTHER DRAWINGS

Nine other drawings represent in succession "Br'er Rabbit," who "travels under many aliases" in the fur business; the "Santa Claus Discount," which, says the legend, "some fur buyers still believe in"; the fat woman and the living skeleton, one wearing a very large fur coat and the other wearing a very small one, a picture devised as an answer to the buyer who says, "Don't bother me with how many skins it's got—a coat is a coat"; "Whoopee—the hell-raising fur buyer from the West (North, South and East, too) who paints the town red and then wants to buy his entire stock in three minutes from a price list"; "Louie Leftover—the ponderous White Elephant, who eats many an innocent fur dealer out of house and home"; "Sweet Nellie," the fur industry represented as a badly plucked goose; "Boomerang," what happens to the merchant who buys unsalable merchandise; the "August Fur Sale"; and "Moo-Moo, the Sacred Cow," which represents "Tradition in the Fur Industry." The "Sacred Cow," reads the story under this last illustration, is sore because Wells-Treister is holding so many well-established customs in the fur business up to ridicule: "We're sorry," reads the text in part, "but it's got to be done." And continues:

Wells-Treister are in the fur business, and when we wield the rapier we adopt

no holier-than-thou attitude. We have found, in the conduct of our own business, that *knowing* the truth about furs, *telling* the truth about furs and *selling* only on the basis of truth—is, in the long run, the way to build a substantial and profitable business. We believe the same open-minded attitude should govern the buying of furs for resale. And we believe the same fundamental principles of selling should be applied to the retailing of furs.

When the ultimate consumer comes to the retailer with the same degree of confidence that Wells-Treister's buyers come to *them*, the fur industry will stop being a circus and take its rightful position as a half-billion dollar industry that can be made to be a billion dollar industry.

This booklet is being prominently featured in the company's business-paper advertising. One advertisement, page size, is entitled, "Here's Your Free Ticket to 'The Fur Circus!'" An illustration shows a man in the act of reading the booklet and laughing heartily while doing so. "A half-billion dollar industry can afford to laugh a little at itself," reads the copy, and continues:

Here are a few sacred myths of the Fur Industry exploded with a resounding bang! Here are some of its familiar figures with their smug masks removed! And good-humored, withal—written in no holier-than-thou attitude but in the same open-minded way that we have always discussed the business of fur-selling.

Use the free ticket that admits you to "The Fur Circus"—the only show of its kind—prepared for those who would like to see this half-billion dollar industry STOP being a circus!

The advertisement contains the drawing of a "Free Pass," having printed on it a picture of the booklet with the words, "Admit Sender of Attached Coupon to The Fur Circus. Number of copies requested——." The response to this and other advertisements featuring the booklet was so unusual in the quantity of inquiries received that the company caused a photograph to be made of the inquiries and used a reproduction of it as the basis of another advertisement entitled, "Unanimous!"

In addition to featuring "The Fur Circus" in its business-paper advertising, the company has made it the subject of a number of direct-mail pieces, envelope enclosures, and the like.



Reach the  
particular chain  
store group you  
want to reach  
with the  
*Specialized*  
*Editions*  
of

**CHAIN STORE  
AGE**

93 Worth Street

New York City

## *A Rain Storm Never Annoys A Rock!*

**A** RAIN STORM never worries a rock. But a constant drip of water never fails to wear it hollow. This is likewise true of advertising and its rock-headed prospects.

*Columbia* is one of the largest general "constant-drip" magazines published in the United States today.

It not only gives you the same general advertising influence as any other big national magazine, **BUT** it reaches the *same identical 100% subscription home-delivered circulation* every single issue instead of "raining" and dissipating its influence all over the millions of casual newsstand customers of America.

*Columbia* "drips" on the same 729,792 families each month and gradually wears away their sales resistance. Every single copy works for you—because it makes *another impression*—not a *new* one!

# 729,792

Average net paid circulation, year ended December 31st, 1927  
Member of the A. B. C.

# COLUMBIA

*Published and printed monthly by the Knights of Columbus in  
their own plant at New Haven, Connecticut*

**DAVID J. GILLESPIE**, Advertising Director

Eastern Office: 25 W. 43rd St., New York

**J. F. JENKINS**, Western Manager

Office: 134 So. La Salle St., Chicago





## Retail Credit Methods to Be Studied

UNDER the auspices of the Department of Commerce, there will be conducted this summer a nation-wide survey of retail credit methods. According to Dr. Frank M. Surface, of the Bureau of Foreign and Domestic Commerce, the purpose of the survey is to obtain certain basic facts from which a start may be made for estimating the total amount of credit outstanding.

Present plans call for the co-operation of the Department of Commerce and the National Retail Credit Association. On April 3 a conference on the subject was held at the Department of Commerce which was attended by a committee of the National Retail Credit Association. At this meeting it was decided that the first step would be to formulate a questionnaire which would call for information regarding credits, the proportion in different classes of trade, collections, how credits are granted, and the relative amount of credit outstanding for different classes of trade and among the different types of credit.

When this questionnaire form is completed, it will be presented at another conference to be held during the national convention of the National Retail Credit Association at Kansas City in June and after that the forms will be mailed out. It is planned to have the local managers of the 900 units of the National Retail Credit Association use their influence to induce merchants to answer the questionnaires.

"It is expected," said Dr. Surface, "that this survey will give information regarding credit sales on deferred payments and those on open accounts. Both have reached large volumes in recent years, but no accurate information concerning them is available. It is also expected that the survey will bring out facts regarding the costs of different classes of credit."

## "Please, Teacher, How Do You Write an Advertisement?"

THE UNIVERSITY OF WISCONSIN  
UNIVERSITY EXTENSION DIVISION  
MADISON

Editor of PRINTERS' INK:

In connection with the attitude of members of the general public toward advertising, you may be interested in the experience I have had in teaching what are called extension or evening school students of the subject. These students are people who already have positions in the daytime but are studying advertising with the idea of advancing to better positions.

Invariably these folks always want to start right in with the proposition of "how to write advertisements." They have no interest in the more basic or fundamental phases of effects of advertising on the business structure or the social life of the nation.

This composite state of mind on the part of these people indicates that probably the majority of the people feel that there is very little to advertising except preparing pretty advertisements. I must confess that I would be inclined to suspect that by far the great majority of people not familiar with advertising as it operates today feel that that is all there is to advertising. So, of course, when the students come to the class, about the only thing they want to know is just what are the tricks of preparing the pretty picture effect.

I do not believe that advertising as a business force has been sold to the general buying public of the United States as yet. Until it has, much attention will be paid to such books as those written by Stuart Chase, and Ralph Borsodi.

ARTHUR HALLAM,  
Assistant Professor of  
Business Administration.

## "Burroughs Clearing House" Appoints Western Manager

Stuart H. Hamilton, formerly with *Child Life*, Chicago, has been appointed Western manager of *Burroughs Clearing House*, Detroit, succeeding Lew Talmage, resigned. Mr. Hamilton will cover the Middle West territory from headquarters at Chicago.

## H. A. Clarke with Portland Agency

Harold A. Clarke has joined E. C. Bechtold and Associates, Portland, Oreg., advertising agency, as an account executive. He was formerly with the Good-year Tire & Rubber Company, Akron, Ohio.

## To Publish Scarsdale, N. Y., "Sun"

The Scarsdale, N. Y., *Sun* will be published weekly to cover Scarsdale and adjacent territory. It will be of tabloid size and will be edited by G. Harris Danzberger. William R. Stewart is advertising director.

# Merchandising as It Applies to Industrial Selling

How Output and Inventory Are Controlled by Correct Marketing of Technical Goods

By G. A. Nichols

**M**ERCHANDISING has often been defined as the science of knowing what your customers want, or ought to have, and then making it and selling it to them. In other words, leaving out a lot of technical discussion, selling should control production rather than production control selling.

The principle seems to apply to the industrial business as well as any other. At least this has been the experience of several outstanding organizations making technical merchandise. They have reached the important conclusion that industrial manufacturing and selling in its fundamental features is not essentially different from other lines. The outcome has been that they are making salesmen out of engineers and are producing goods from the merchandising, as well as the professional, viewpoint.

Especially significant is the experience of one leading company making electric control apparatus which is willing to tell its story to **PRINTERS' INK**, but asks that its name be withheld. It has successfully met a problem that has been, or will be, encountered by all other first-class producers and sellers in the industrial field. When a line of products is strictly technical, it is not unnatural that the engineering influence should predominate—possibly at the cost of the selling. Professional men design the goods to fit many finely geared functions of manufacturing. In doing this they call to their aid intricate scientific principles, indulge in exhaustive research, and often make outstanding discoveries.

All this, of course, is vital to an industrial business—is its very life blood, so to speak. But how shall it be directed and controlled? After all, ability to sell the goods in a volume that will keep the establishment profitably busy is the

actual standard by which the company's success is measured. How is the need for volume going to be harmonized with the highbrow activities of the men who originate the merchandise—men who necessarily must have vision as well as learning? How can just enough, and not too much, of the dollar mark influence be injected without detriment to the scientific end? If selling is to be the ruling factor (and great industrial companies admit that it is, or should be) how is it, in turn, going to be controlled so it will keep in its proper place?

## CORRECT PRODUCTION IS MERCHANDISING

Here is where merchandising comes in—merchandising that, in its way, is every bit as scientific as the highest class producing. When this is rightly applied, selling will be in control. There is as much room for vision in selling as in production. In fact, correct production really is merchandising.

This is the plan upon which, to cite one case, the company just mentioned is now working.

As part of its new merchandising, the company has a production department in which is centered the best brains and scientific talent it can command. These engineers devote their time to bringing the present line up to an ever-increasing standard of near perfection, and to developing still other commodities and contrivances that can fit into the rich and fascinating field of electrical control.

The production department—and here, in wide contrast to the old dispensation, we see the triumph of modern merchandising principles—is under direct control of the sales department.

"In past years," says an official of the company, "it was largely

## Typographers Who Prove It With Proofs



With the bearded bard in the buckram binding, we might exclaim, "Why, then, the world's mine oyster!" Technical experts say that no art typographer has an equipment on a parity with ours in richness of range, presenting the chefs-d'oeuvre of the illustrious designers of America, France, Germany and England.

**FREDERIC NELSON PHILLIPS, INC.**  
314 East Twenty-Third Street, New York

If you haven't received our new Broadside of Type Faces, Borders and Ornaments, send for it. These are a few out of scores of congratulatory messages—"The arrangement is very fine indeed," and "This is the most complete thing I have ever seen," and "I compliment you on this very excellent and artistic type face showing."

## BROADSIDE!

# When I was an advertising man

**No one ever put an \*opportunity like this before me**

Companies that I worked with were all well along. Comfortable fortunes had been made by stockholders before the company's advertising problems ever got to me. But when a chance came to start a good product—I grabbed it and hung on.

Began manufacturing a household product over three years ago. It passed its experimental sales tests sound and clean. Today the product is well established with distribution in fourteen states. Company is sound.

We have done nothing to crow about; nothing to be ashamed of. But—we have made sure our product is right, by waiting till the public told us it is right by repeat buying.

We are raising more capital to develop greater markets—primarily for advertising.

When my assistant saw his name along with prominent stockholders—bankers, publishers, manufacturers, and advertising men, he said: "Why don't you give the other fellows the chance you are giving me?"

"What other fellows?"

"The other fellows in the advertising and publishing field. They'll understand what we're doing. Give them a chance to get in now while the price of the stock is low, on the same terms these big wigs are buying it."

The publishers of Printers' Ink permit this ad to appear only after satisfying themselves by questioning prominent stockholders of the Company. You may do likewise. Facts will be put in your hands but no effort made to sell you. Read a few of these facts on the opposite page.

**\*Here's one ad you can answer without**

be

## Here are facts—condensed

The business referred to on the opposite page has been established three and a half years. It manufactures a household article of exceptional quality—the quality difference easily recognized by yourself. Well packaged. Priced for everybody. Product, trade-mark, and package were made as thousands of housewives want them, after two years market tests.

The business is now a going business with sufficient distribution to make a good profit.

Market nation-wide. Product used in majority of homes. Sold every month in the year. Value of consumer market approximately \$37,000,000 a year at present, all brands.

No outstanding advertised leader among them. We plan to make our product that leader. Sales tests completed, costs established. Product distributed now in fourteen states. Outselling older brands where established nine months. Repeat business unusually high, approximately 98% of dealers re-order.

Over 6,000 dealers' orders received last year.

Company has paid as it has gone. Machinery, manufacturing and distribution costs all paid. No mortgages. No bonds. All common stock. Ratio of current assets to liabilities better than three to one.

Men in Company well-known in manufacturing, banking, publishing and advertising fields. Men you know—you may consult them.

We have called house to house on 32,000 homes in two years selling our product. That is a consumer investigation under actual working conditions. No advertising yet.

Company raising money for consumer advertising. Knowing our market facts, we believe we can use money profitably for all concerned.

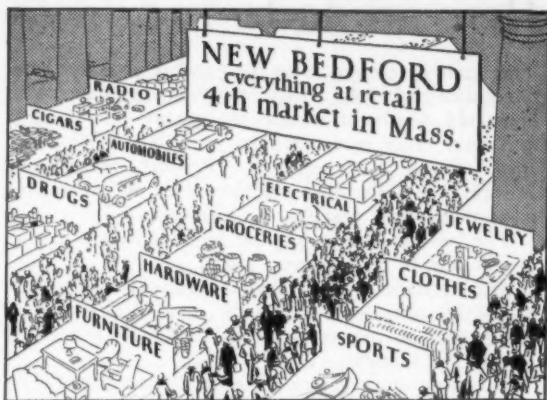
We prefer to distribute stock in small amounts rather than sell in lump to investment bankers. You understand why. Also, you buy it lower this way.

Subscriptions open in sums of \$35 to \$10,000 a person. You may investigate this opportunity in every detail.

Write for complete facts. You won't be annoyed by solicitation. Address.

PRESIDENT, BOX T, PRINTERS' INK

*being hounded—nobody will call on you*



## 160,000 people buy in this market covered by ONE newspaper

**N**EW BEDFORD presents an ideal line-up for increasing your sales. First of all, to cover the market with your advertising requires only one newspaper combination, the Standard Mercury, at a flat rate of ten cents a line. It gives you an audience of 160,000 people with a per capita wealth of over \$3000.

Your schedule in the Standard Mercury automatically gives you dealer sup-

port, because every New Bedford merchant knows and swears by these newspapers (and has, for years). Figure what it costs you to win any market of equal size and wealth against the Standard Mercury's flat rate of ten cents a line—and then send for more complete information on sales possibilities in this market. Address our advertising department or the Charles H. Eddy Company of Boston, Chicago and New York.

Member of the Associated Press  
Members of the A. B. C.

# NEW BEDFORD



*market in Massachusetts  
covered by the*

# STANDARD MERCURY

the function of the production end of this business to determine what kind of merchandise we should sell. Our engineers would get an idea for something or other and work upon it until it developed into a piece of practical electrical control apparatus. The sales department perhaps would know little or nothing about it until it had been accepted as a part of our line and production started. The salesmen would hear about it for the first time when they were given it as something else to sell. The result was that, notwithstanding the high merit of the new additions, the inventory piled up too fast and there were more items in the line than were needed. This naturally created a constantly growing problem for the sales department.

"We operate now on exactly the opposite basis. When our engineers work out a plan for something new, the head of the production division submits it to the sales department. The sales manager and his men, I should explain here, are graduate engineers themselves and therefore quite capable of considering and analyzing anything having to do with the merchandise they sell. They have an advantage over the production engineers, however, because of their close touch with the trade. The sales manager thus is called upon to decide whether the proposed new item has worth-while selling possibilities or whether there is a demand for it, actual or potential.

"Suppose, after a study of the new idea the two departments of engineers—one representing production and the other selling—decide the proposed new item is worth trying. Samples are made up and thorough tests made. If, by this time, there is no apparent reason to revise the verdict the factory is tooled up, on a limited pattern, and perhaps a hundred samples made. This small stock is turned over to the sales department to see what will happen in a selling way, the object being to know whether the trade will buy it and whether it has been perfected far enough to make it a part of the line in good standing.

The salesmen get to work. As they try to introduce the new item they take careful note of the comments it brings forth. Perhaps, after all, our engineers, both selling and production, were not right in their thought that there was a need for something of the kind. Or some practical manufacturer may have an idea for an improvement. On the other hand, the men may gain quick acceptance. In any event, the object of merchandising the hundred or so samples is to find out whether the new article is salable and whether it is nearly enough right to be produced in quantities. Often the salesman may place them in factories for experimental purposes without selling them.

"After the samples have been merchandised in this manner the salesmen send in reports covering all the transactions and detailing the reactions and comments. The data are assembled and a careful study of the article made in conformity with what the salesmen have learned. The article may be thrown out entirely as the result of this or deferred until some future time. Or, if the reception has been favorable, it is put into production. Again, the trade may have suggested changes which seem to be practical and necessary. If so, our tooling up process is changed to correspond, production begins, and the new item is a part of our line in full membership.

"What have we accomplished by this process?

#### FINDING OUT WHAT THE TRADE WANTS

"The biggest thing of all is that we have found out by careful experimentation, both in production and selling, what our trade wants. We have been spared the expense of making costly changes in expensive production tools that would have been necessary had we permanently tooled up for this item before discovering what our customers thought of it. We have kept our inventory down through not making the article up in quantities previous to this experimental selling.



"One advantage of the arrangement is that suggestions for additions to the line can come from the salesmen—and, through the salesmen, from the trade. It is a notable fact that comparatively few items produced in the manner I have just described have gone through into production without changes having been made as the result of suggestions from customers. It is also interesting to relate that the salesmen, as the result of their own thoughts, or ideas passed along to them by their customers, are able to suggest improvements to existing lines or additional items that mean much to the general welfare of the business."

This co-operation between the sales and production departments as described by this official comes very near to being manufacturing on a scientifically correct basis. But it goes much further. Through the grasp it gives the sales department on conditions both present and future it keeps the inventory liquid and workable.

As a result, the company turns its stock four times a year.

The two departments operating in harmony work ahead and look ahead in periods of three months, one year and ten years. New models are kept coming along in preparation for the meeting of conditions that are likely to exist. But, instead of stocking up on some arbitrary plan and trusting to the sales department's good fortune in being able to move the merchandise, the manufacturing is done only three months ahead. The sales department makes an estimate of the probable sales that can be effected during the coming three months—so many of this item and so many of that. The plans are made and the merchandise is produced in exactly that quantity. In other words, the sales department orders from the production end the goods it thinks it can sell during that time. If it is too conservative in its estimate it finds itself unable to fill orders along toward the end of the period. If it orders too much, the inventory piles up.

The whole thing has to be done taking into account conditions and the sales record existing during the last three months; the effect of the advertising; business conditions, both actual and potential, as they are learned by the salesmen. Necessarily, some mistakes are made; but the sales department, period by period, is coming much closer to being 100 per cent correct. Hence the four turns a year, with consequent enhancement of the net profit.

In a general way the sales department also is looking forward to the next year and making plans accordingly. For ten years hence the plans of course are much less definite; but they are plans nevertheless. In any event the actual manufacturing is done in three-month periods as just described.

### Another Interesting Slant on "30"

THE BRYANT PRESS LIMITED  
TORONTO

Editor of PRINTERS' INK:

Here's another slant to the "30" discussion.

Any old-time army signaller will recollect finishing off each message with the letters "VE" in the Morse code, signifying "very end."

And, during the recent argument "over there" when an operator was so rattled mentally or physically by the descent of a flock of five-nines around his dugout, that his sending suffered, he'd pound out a succession of "vices," thus indicating to the reader that all was not well with the world.

These two Morse letters are also the Morse numerals "30," which latter means nothing in particular, whereas "VE" stands definitely for "very end."

W. A. MACPAIL.

### Buys Chemical & Vacuum Machinery Company

The Buffalo Foundry & Machine Company, Buffalo, N. Y., Bufovak and Bufo-lakast dryers and evaporators, has acquired the Chemical & Vacuum Machinery Company, also of that city. Charles O. Lavett, general manager of the Chemical & Vacuum company, has joined the Buffalo Foundry & Machine Company.

### Trust Accounts to Edwin Bird Wilson, Inc.

Edwin Bird Wilson, Inc., New York advertising agency, has been appointed advertising counsel for the First Trust & Savings Bank, Akron, Ohio, the Security Trust Company, Detroit, and the Lima Trust Company, Lima, Ohio.



## CRITERION SERVICE

### Who Uses It?

A partial list of well-known advertisers on Criterion 8x4 foot neighborhood-shopping-corner posters, covering selected markets economically and continuously.

ANHEUSER-BUSCH  
ARMOUR & Co.  
BELBER TRUNK & BAGGAGE  
BLEACHETTE  
BORDEN'S MILKS  
CALUMET BAKING POWDER  
CAMEL CIGARETTES  
CARNATION MILK  
CHESTERFIELD CIGARETTES  
CHICAGO HERALD & EXAMINER  
CLIMALENE  
C. N. DISINFECTANT  
COCA-COLA  
COLGATE & Co.  
COMMONWEALTH-EDISON CO.  
D & C PRODUCTS  
ENDICOTT-JOHNSON SHOES

HECKER'S FLOUR  
H-O HORNBY'S OATS  
JEWEL TEA  
MAIL POUCH TOBACCO  
MORNING SIP COFFEE  
MUNICIPAL GASOLINE STATIONS  
OLD DUTCH CLEANSER  
PIEDMONT CIGARETTES  
PURITAN MALT EXTRACT  
ST. LOUIS GLOBE-DEMOCRAT  
SNOWDRIFT  
OTTO STAHL'S MEAT PRODUCTS  
SUN-MAID RAISINS  
UNITED BAKERIES  
VOGT'S MEATS  
WARD'S BREAD & CAKES  
WRIGLEY'S GUM

Many other national advertisers, and just under 1,000 local advertisers, in every part of the United States. Criterion Service is installed "to-order."

#### Send for This Portfolio

Even if only to be properly informed you should have it. It tells what Criterion Service is, so you can judge what it does—specifically applied to your selling. Maybe you will think of a new way to use the medium; maybe we can suggest one. It can be made to fit any territory, any sales plan.

GRAYBAR BUILDING NEW YORK  
vignette  
advertising  
advertising



# How Commercial Stationers Are Using a Joint Trade-Mark

Another Case of Co-operative Buying with Some Different Phases

THERE have been several retail merchandising developments during the last several years that are of keen interest to manufacturers for the reason that they appear to upset established procedure, especially insofar as national advertising and branded merchandise are concerned. One of these developments is that of group buying by retailers with the attendant policy of a jointly owned trade-mark.

From some manufacturers' point of view, the menace in this plan lies in the fear that the manufacturer who sells these dealers, has absolutely no identity so far as the consuming public is concerned. In other words, these retail buying groups are usually disinclined to feature nationally advertised merchandise.

One example that is typical of this movement is the plan being followed by the Guild Products Corporation, which represents a membership of several hundred commercial stationers located throughout the country. This organization operates in the nature of a co-operative buying factor with the somewhat distinctive feature that members place orders directly with the manufacturers whose products are privileged to carry the Guild's trade-mark. Orders are not accumulated and placed by the association.

The Guild, the name by which the association is referred to by members and which also is the trade-marked name under which sponsored products are sold, has been in existence for five years. It was organized at Philadelphia by a small group of stationers to meet a problem of distribution. Its organizers felt, inasmuch as there was a growing tendency for office equipment supplies to be sold through department stores and other outlets, that commercial stationers ought to have a line of merchandise of their own.

It was also felt that a line of co-operatively branded merchandise would standardize many items and enable members of the Guild to make arrangements for concentrated purchases from selected manufacturers. Each manufacturer selected by the Guild would have the assurance of distribution through members at a saving in selling cost, to be reflected in lower prices to dealers.

The general idea is closely akin to the practice of department stores and wholesalers which contract for a major part or all of a manufacturer's output with the proviso that his goods will carry their private brands. In the Guild system, however, no contract is made as to the quantity of an item to be bought, members ordering to meet their individual requirements.

## SEVERAL HUNDRED ITEMS CARRIED

The number of items now carrying the Guild trade-mark runs into several hundred, including typists' and stenographers' supplies, waste baskets, desk trays, scissors, filing cards and guides, envelopes, blank books, pens and pencils, etc. This list has grown from year to year. When a Guild member suggests that the trade-mark be extended to a new item, the central office gets samples of the item to be created and these are passed upon by a committee of dealers representing the Guild membership.

When specifications are drawn up, a contract is entered into with a manufacturer to make these goods. In brief, a manufacturer is given permission to use the Guild's trade-mark on this merchandise. He can make his own merchandise under any other mark, but goods branded "Guild" may only be sold to licensed members. It is stated that there is little restriction exercised in the granting of licenses. These imply no exclusive territorial guarantees, the prime requisite being that the

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Number 3 of a Series

# Practice vs. Theory

Written to us by

The Investment Research Bureau:

"Let us tell you all about the good results we have obtained from our page advertising in The Magazine of Wall Street.

During the past fifteen years, the writer has placed several hundred thousand dollars worth of advertising in all classes of publications. Almost invariably it has been found that the continuous run of page advertisements in a publication means constantly diminishing returns. The Magazine of Wall Street has been found to be a happy exception to this rule.

While we obtained excellent results from the first page we ran in your magazine, we have actually received better results—in dollars and cents—from each succeeding insertion of our advertising.

You can count on us as a permanent advertiser."

(Signed) DENBER SIMPKINS.

## *The* **MAGAZINE** *&* **WALL STREET**

Member A. B. C.

VICTOR E. GRAHAM, *Advertising Director.*

42 Broadway

New York City

*Largest circulation of any financial magazine in the World.*

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Over  
415,000  
Circulation  
Each Week  
During  
April, 1928



More Than  
35,000  
Increase  
Over  
Each Week  
in  
1927



# 375,000

Single Copy Sales  
at 5c a Copy!

THE SUREST INDICATION  
OF READER INTEREST IN  
SMALL TOWN AMERICA



is read because it is really wanted. Each week over 90% of its circulation is sold by Grit's own agents in more than 12,000 small towns and villages throughout America.

These communities (87% of them east of the Mississippi) depend on Grit each week for their information, instruction, and amusement reading, nor do they go unpersuaded by advertising messages in its columns.

## GRIT IS READ BECAUSE IT IS REALLY WANTED

**GRIT PUBLISHING CO.,**

**Williamsport, Pa.**

THE JOHN BUDD CO., *National Advertising Representatives*

New York Chicago St. Louis Atlanta Los Angeles San Francisco Portland

candidate be a commercial stationer of good standing.

It already has been mentioned that, although the Guild is a buying factor, it makes no purchases itself. Every detail, from the placing of an order to its payment, is handled between the member and the manufacturer whose goods are purchased. The manufacturer, however, sends a copy of his bill to the Guild headquarters. A record is kept of a manufacturer's sales to members in order that the Guild may collect from the manufacturer a certain commission on sales.

The fund thus created is used for advertising purposes, such as the printing of catalogs and circulars of Guild products, for distribution to members. Of course no inking as to the identity of the manufacturer making this advertising contribution is given in the selling-help material supplied to dealers and, through them, to their customers for the benefit of Guild licensees.

From an authoritative source it is learned that the Guild has no desire to enter into the business of manufacturing. Such an extension of activity is unlikely, it is explained, because of the variety in size and type of ownership of member concerns, with the further reason that the members feel they have sufficient responsibilities in the business of retailing without engaging in the problems of manufacture.

The advertising fund, which will be used in ways to help create acceptance for the Guild mark, has not yet reached a proportion to permit immediate consideration of national advertising. In fact, from what sentiment could be sounded, no serious need of national advertising is anticipated as, evidently, it is believed demand for Guild products will largely be stimulated by reason of the consumer's confidence in his dealer's recommendations. Given a nationally advertised product and the same item with the Guild trade-mark, the consumer's good judgment will be swayed by the sales talk of the dealer as to the quality and greater return for the

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## THE SENDING-ON of "Punch"

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THERE is hardly a family in Great Britain to-day who has not got someone Overseas to whom they send things—parcels, books, magazines. And if they send anything at all, you may be sure that "PUNCH" is one of the things they think of.

If we could follow these copies of "PUNCH" to their remote destinations, we would find most of them are read not by one man or even by two, but by a dozen, two dozen men; for these slim messengers find their way into camps and officers' messes and clubs, and are read by every member in turn.

It is almost impossible to exaggerate the influence of "PUNCH." It is not rhetoric but simple truth to say that "PUNCH" is no mere British journal; it is an Imperial institution.

Yet "PUNCH" is ubiquitous at home. It is no exaggeration to say that "PUNCH" finds its way into practically every home of the English middle and upper classes. It is read by every member of the family, for to miss "PUNCH" is to miss the point of half the jokes and remarks made by the family during the next week.

Rates and full particulars about  
advertising space from

MARION JEAN LYON  
Advertisement Manager, "PUNCH"  
30, FLEET STREET,  
LONDON, E.C. 4, ENG.

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## Good Copy

**Good copy can do more than just sell goods.**

**It can sell ideas.**

**And ideas can make this world a pleasanter and richer place in which to live.**

**HAWLEY  
ADVERTISING  
COMPANY  
Inc.**

**95 MADISON AVE.  
NEW YORK CITY**

money afforded by Guild merchandise.

The value of consumer advertising is recognized in the action of a group of New York members of the Guild. These members are jointly financing a newspaper campaign. Half-page space is being used once a month to feature certain items and to educate the public to the merits implied by the presence of the Guild's trade-mark on their merchandise. The copy carries the names of about twenty stationers in the metropolitan district.

### Flooring Accounts to Paul A. Florian

The E. L. Bruce Company, Memphis, Tenn., manufacturer of Cellized oak floor blocks, floor planks and strip flooring, and Cellized, Inc., also of Memphis, manufacturer of the oak flooring process used by the Bruce company and others, have appointed Paul A. Florian, Chicago advertising agency, to direct their advertising accounts. Color schedules in national magazines and trade journals will be used on both accounts.

### Plumbing and Heating Bureau Starting New Campaign

The Plumbing and Heating Industries Bureau, Evansville, Ind., will start a magazine advertising campaign the latter part of April. This campaign will feature the slogan "Make a Health Examination of Your Home," and will be directed toward bringing the public to a realization of the health importance of good heating and plumbing equipment in the home.

### General Transformer Corporation Appoints Collard

The General Transformer Corporation, Chicago, maker of low voltage transformers, chokes and power packs for radio power supply units and audio frequency transformers, has placed its advertising account with The Clark Collard Company, advertising agency of the same city. Business papers and direct mail will be used.

### National Advertisers to Meet at Cleveland

The Association of National Advertisers will hold a spring meeting at Cleveland, May 7, 8 and 9. George H. Corey, advertising manager of the Cleveland Twist Drill Company, is general chairman of the entertainment committee.

# Government Statement of Circulation Average for Six Months ending March 31. 1928

# 223,130

**The Greatest Circulation Ever Reached by Any  
Daily Newspaper in the West**

The Los Angeles Evening Herald has for years enjoyed the largest circulation of any Daily Newspaper in the Entire West.

In a City containing not more than 340,000 families, and served by six Daily Papers, THE EVENING HERALD is overwhelmingly dominant with a circulation of 223,130.

—66% concentrated in Los Angeles and Suburbs.

**LOS ANGELES  
EVENING HERALD**

New York by HERBERT W. MOLONEY, 342 Madison Ave.

Chicago by JOHN H. LEDERER, 910 Hearst Bldg.

San Francisco by A. J. NORRIS HILL, 610 Hearst Bldg.

## In Uruguay, South America

Of the 2,000,000 people comprising the population of Uruguay, 750,000 live in beautiful Montevideo, the capital, and read its best newspaper—

### EL DIA

EL DIA reaches the whole country the same day of issue. It enters the rich and middle class homes, the factory, the ranch, the farm. Uruguay is one of the greatest grain and cattle producing countries in the world.

### EL DIA

has this month inaugurated the most up-to-date building and finest equipment in South America. In circulation and popularity it is in the first rank of papers on the continent.

### EL DIA

is the only paper needed to cover Uruguay.

For information, rates or sample copies, see any foreign advertising agency, or

**All-American  
Newspapers'  
Rep., Inc.**

Graybar Building  
New York City

### F. W. Dodge Publications Appoint C. C. Bennett

Clinton C. Bennett, who for the last three years has been with Charles Scribner's Sons, New York, has been appointed to cover the Pittsburgh territory for *The Architectural Record*, New York, "Sweet's Architectural Catalogue" and *The American Contractor*, Chicago. Mr. Bennett was formerly advertising manager of *Architecture*, New York.

E. A. Crenshaw, Jr., will continue to handle "Sweet's Engineering Catalogue" in the entire Pennsylvania territory.

### Arthur Livingston with Brooke, Smith & French

Arthur Livingston, until recently director of research of McKinney, Marsh & Cushing, Inc., Detroit advertising agency, has become manager of the media and research department of Brooke, Smith & French, Inc., advertising agency, also of Detroit.

Mr. Livingston was associated with the "100,000 Group of American Cities" in the compilation of its first book, "A Study of 81 American Markets."

### Campaign Planned for Doehler Metal Furniture

An advertising campaign on Doehler metal furniture, a new product of the Doehler Die-Casting Company, New York, will soon be started. Newspapers and trade papers will be used.

This campaign will be directed by the Peck Advertising Agency, Inc., New York.

### Toy Account with Joseph E. Hanson Agency

The Lionel Corporation, New York, manufacturer of electric toy trains and accessories, has appointed the Joseph E. Hanson Company, Newark, N. J., advertising agency, to direct its advertising account.

### H. P. Lehmann with Troy Agency

H. P. Lehmann has joined The Byron G. Moon Company, Inc., Troy, N. Y., advertising agency. He was formerly sales manager of The Black Manufacturing Company, Seattle, Wash.

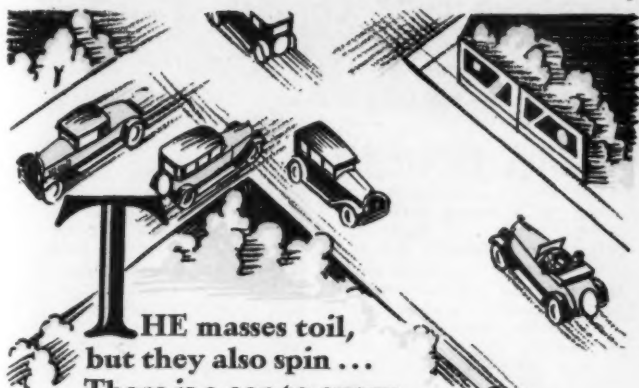
### Organize New Art Service

N. B. Feuerman, M. Paddock and H. Michaels, formerly of Stenzel & Company, Inc., New York, have organized an art service at that city under the name of The Trojan Illustrators.

### Joins Halifax Agency

Gordon Alexander, who has been engaged in advertising work at Glasgow, Scotland, has joined the staff of Wallace Advertising, Ltd., Halifax, N. S.





**T**HE masses toil,  
but they also spin ...  
There is a car to every  
six persons ... A market  
affording motors and mov-  
ies and radio rhapsodies can  
afford any merchandise—  
your merchandise ... To  
cover this market requires a  
medium reaching the mov-  
ing, shifting masses ...  
Walker & Co. are specialists  
in building advertisements  
which effectively reach  
their objective through na-  
tional Outdoor Advertising.

**WALKER & CO.**

**OUTDOOR ADVERTISING**

*Selling Representatives for POSTER,  
PAINTED and ELECTRIC DISPLAYS  
throughout the United States and Canada*

Saginaw

DETROIT

Flint

*At your request, a  
Walker & Co. man  
will submit ideas for  
selling your product  
to the mass market  
available through  
Outdoor Advertising.*

# 1847 and 1857 May Be Ten Years Apart But—

Insofar as Trade-Mark Usage Is Concerned, the Two Dates Are Too Close Together

A DECADE separates the years 1847 and 1857. However, the two are too close together according to a recent trade-mark decision.

This point is brought out in a decision recently handed down by First Assistant Commissioner of Patents Kinnan. Involved in the case were the International Silver Company and the American Silver Company. The case was up on review, on appeal of both parties, of the decision of the examiner of trade-mark interferences.

The applicant, the American Silver Company, had filed an application for the registration of the mark "1857" and a second application for the registration of the mark "A. S. 1857" used upon silverware. The International Silver Company opposed the two applications, claiming use of "1847 Rogers Bros." on the same class of goods.

According to the decision of Assistant Commissioner Kinnan, it is established that the International Silver Company, through its predecessor, has used its mark upon silverware continuously since as early as 1862. He also pointed out that the company "has spent very large sums in advertising, sometimes reaching \$500,000 in a year." The advertising has featured the mark "1847 Rogers Bros." and evidence was submitted by the International company that its goods are frequently called for or identified by the date "1847" alone. Consequently the company contended that the date "1857," as used by the American company, is so similar as to cause confusion in trade.

It is then explained in the decision that the American Silver Company has used its mark "A. S. 1857" for a short time, but has used the date "1857" in connection with the term "Welch-Atkins XXX" since about November 1,

1894. The date "1857" marks an important milestone in the company's business.

The evidence discloses that "neither party has ever used the date alone but only in connection with other distinguishing words or letters. These dates are important dates in connection with the respective histories of the establishment of the opposer and applicant companies. Their similarity as to three figures seems accidental."

However, despite the fact that the similarity between the two dates was looked upon as purely a coincidence, the American company's application for registration of "1857" was not permitted. Mr. Kinnan's reason for coming to this decision is explained in his statement: "It is believed . . . the applicant company . . . should not be permitted registration in view of these numbers being so deceptively similar to the numbers indicating the date in opposer's trade-mark."

The second application of the American company, though, was favorably acted upon. This application was for registration of the mark "A. S. Co. 1857" and regarding it Mr. Kinnan said: ". . . it appears this mark is not similar to that of the opposer. While there is some similarity in connection with the respective dates included in the two marks, yet the distinguishing features are believed to be sufficient to prevent confusion or mistake in the mind of the public."

## C. G. Norton with Thomsen-Ellis Company

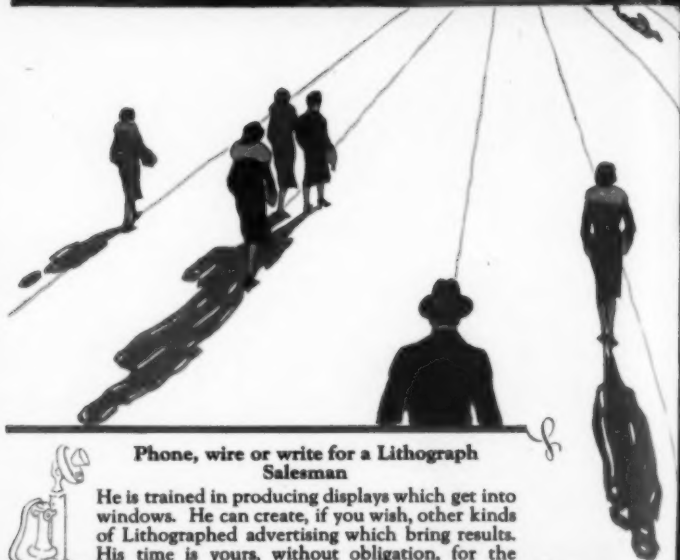
C. Gilbert Norton, for the last three years assistant advertising manager of the Lehigh Portland Cement Company, Allentown, Pa., has resigned to join the Thomsen-Ellis Company, Baltimore, advertising and sales counselor. He will have charge of the advertising and merchandising department.



FRONT PAGE  
POSITION  
ON  
MAIN STREET



# Lithographed Window




Phone, wire or write for a Lithograph  
Salesman



He is trained in producing displays which get into windows. He can create, if you wish, other kinds of Lithographed advertising which bring results. His time is yours, without obligation, for the asking.

P  
po  
A  
sto  
cas  
I  
lion  
bill  
ing  
disp  
ing

# Displays occupy FRONT PAGE POSITION ON MAIN STREET



Prominent in the leading windows on Main Street are window displays which merit their preferred position—the kind produced by Lithography.

Attracting prospects and drawing them into the stores to buy, these magnetic displays enable you to cash in on other forms of your advertising.

Every piece of Lithographed advertising gets the lion's share of attention—direct mail, stationery and billing forms, posters, blotters, labels, cartons, greeting or post cards, bands, wraps, metal packages or display racks, and photo-lith. Lithographed advertising follows through to sales.

## Lithography

Advertising that follows through to sales

# Lithography



Your letter, folder, greeting or post card in the home

Your outdoor advertising on the way

Your window display at the dealer's

Your inside store display at the point of sale

Your label or carton—the actual sale

## Advertising

*that follows  
through  
to*

## SALES

Make it a practice to call freely upon your lithographer for advice. A competent representative will gladly discuss with you any problems you may have.

**Committee for Advertising Lithography**  
104 FIFTH AVENUE, NEW YORK CITY

# The Critical Case of the Product with "Uncritical Acceptance"

The Sun Oil Company Is Using Newspaper and Direct-Mail Advertising to Convince the Public That Gasoline Is Not Just Gasoline

THERE are several unusual and interesting features about the advertising program with which the Sun Oil Company is promoting the sale of its "Blue Sunoco Motor Fuel" at a time when most of the big refining companies are finding the substitution problem more acute and troublesome than it has been for a long while. This advertising is being most intensively and extensively published in the Philadelphia district and Eastern Pennsylvania generally, in conformity with the area which represents the bulk of "Sunoco" distribution; but the same general plan and basic ideas are being used in other parts of the country, where "Blue Sunoco" is sold.

The most radical features of the plan are three:

1. Using what might be called a combination of reason why and a type of testimonial copy, based upon the results of comparative gasoline tests, with the employment of enough words to tell the story quite fully in each advertisement.

2. Using a considerably larger proportion of newspaper space for this purpose than oil companies as a rule have been using on gasoline.

3. The development of a plan of "rhythmic" instead of continuous advertising, based upon a series of six-week periods of intensive effort, alternated with periods of the same length during which no newspaper advertising at all is published.

The starting-point of the Sun plan was a feeling by the company's sales executives that the public had been getting into a frame of mind of practically uncritical acceptance of any or all of the established trade-marked brands of gasoline, regarding them as virtually indistinguishable in quality or performance. Obviously there is no long step between this and the attitude of uncritical

acceptance of anything put forward as gasoline, which becomes the breeding-ground of substitution on a big scale. It was the opinion of the Sun company that the existing type of gasoline advertising was doing nothing to change this attitude, if indeed it was not promoting it.

Back of this uncritical attitude, it was felt, is the claim that has sometimes been made in the public's hearing that "gasoline is gasoline"—in other words, a staple—that practically everything there is to know about the refining and the proper chemical constitution of gasoline is known, and that among the established companies there is practically no perceptible difference either in their manufacturing methods or in the product that results.

This, says M. H. Leister, advertising manager of the Sun Oil Company, is an erroneous idea, there being a vast difference in the manufacture of gasolines as well as in the resultant product. The big problem before the company was to make the public feel this same way.

## CHANGING THE PUBLIC'S BELIEF

A technical discussion of the manufacturing methods did not seem likely to interest the motoring public, and would very often be over their heads. Therefore it was decided to make the appeal of the campaign on the performance of the finished product and thereby attempt to change the public's belief that all gasolines are approximately the same.

The first step taken by the Sun company was to devise a means of coloring "Sunoco" blue, and so to make it as distinctive in the eyes of the customer as it would be in performance. The next step was to arrange for two successive competitive tests by impartial authorities—the first by the Contest

## PET PRODUCTS

### *Is Yours Among Them?*

Being human, Jobbers' salesmen and dealers' clerks have their own little pet products. A few items that are singled out from all others in their minds. Products they are always thinking about, always pushing. The freight cars are rolling merrily along from the sidings of those manufacturers whose products they favor.

These "Pets" aren't accidental. Salesmen and clerks all over the country don't just happen to get behind the same product and push. Some manufacturers dependent on steady turnover are cultivating the *active* goodwill of all distributing factors over whom they have no direct control. Many of them are making "Pets" of their products by making it worthwhile to the jobbers' and dealers' men to take a personal interest in them.

*Here is a booklet you want!*

### **"Winning Co-operation of Jobbers' Salesmen and Dealers' Clerks"**

Just issued. Yours for the coupon. Short enough for easy reading. Long enough to explain thoroughly a simple and inexpensive method of "raising Pets."

**The Premium Service Co., Inc.**  
7 West 18th St., New York City

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The Premium Service Co., Inc.,

7 West 18th St., New York City.

We can use more action from Jobbers and Dealers. Please send your booklet, "Winning Co-operation of Jobbers' Salesmen and Dealers' Clerks," FREE.

Name.....

Firm.....

Address.....

Board of the American Automobile Association, the second by the Manager of Tests & Contests of the Canadian Automobile Association.

Because motor "knock" and its prevention have been heavily stressed in gasoline merchandising in recent years, and inquiry showed that this point has acquired a prominent place in the thoughts of the motoring public, the tests were planned to emphasize this feature.

The results, as announced by the Sun company in its advertising, showed "Blue Sunoco" at the top in comparison with a number of competitive fuels, in respect to its "knock-proof" quality. Another point of the tests, as arranged by both associations, was that they were of a character easily duplicated by the individual motorist, and this gave the company another point to advertise.

The next step was the preparation of the advertising. The detailed story to be told required long copy—something which hitherto all the refining companies, Sun included, had carefully avoided. Full newspaper pages were decided upon. The next decision was to adopt the "rhythmic" campaign idea; to give the motoring public a chance to rest and digest the information given it, without risk of growing accustomed to the vigor and conspicuous character of the campaign, and so losing interest.

Each successive six-week campaign introduced a slight variation in the angle, so to speak, of approach to the same fundamental story—the story that the superior qualities of "Blue Sunoco" are attested by authorized tests of the two automobile associations. Thus the first campaign featured the first test—that of the American Automobile Association—the second emphasized the point that the tests (whose story was always the basic copy feature) not only proved the "knock-proof" quality of this gasoline, but also by that very fact demonstrated its power value: that it gave more miles to the dollar. The third tied together the two tests.

Each six-week campaign was a



“Shall  
I sell at  
Delivered Prices?”  
—asked a Pacific  
Coast manufacturer

DISTRIBUTION is the big problem that stares a Pacific Coast manufacturer in the face when he considers the possibility of selling nationally. Already dozens of specialties are being made and marketed in a big way from Seattle, Tacoma, Portland, Oakland, San Francisco and Los Angeles.

Recently we talked with one of these manufacturers who had been tackling the job of getting national distribution. His salesmen reported that they found it difficult to answer the question, “Why should I pay freight or express on your product clear from the Coast?” We knew from our experience that other clients had met this obstacle by selling at delivered prices. Their salesmen said, “Our prices are on merchandise laid down in your store.”

The manufacturer after investigation, adopted this policy, resulting in a great impetus to his Eastern sales.

This is just one example of the many phases of marketing which an advertising agency on the Pacific Coast encounters. Over a period of 22 years, we have helped a number of ambitious manufacturers to successfully build national distribution. We serve clients located over an expanse of 1590 miles, through three complete offices. BOTSFORD-CONSTANTINE COMPANY, *Established 1906* — San Francisco, Portland and Seattle. Member of the American Association of Advertising Agencies.

# Long Beach, California

**4<sup>th</sup>** LARGEST CITY IN THE STATE

Population 145,000      Center of a Trading Area of 250,000 People

A Market which *Cannot* be reached effectively by any other means except the Press-Telegram

**L**ONG BEACH is a market distinctly separate and apart from Los Angeles and CANNOT be covered effectively by any one or all of the Los Angeles newspapers. The combined circulation of the six Los Angeles dailies in Long Beach is 18,835. The city circulation of the Press-Telegram is 34,496, practically all of which is HOME DELIVERED. The total circulation of the Press-Telegram exceeds 42,000.

Los Angeles newspapers DO NOT and CANNOT give manufacturers the proper merchandising co-operation in Long Beach and environs. The Press-Telegram renders its advertisers a maximum service in this respect.

Long Beach is the center of a compact trading area of 250,000 people. The Press-Telegram is the dominant daily newspaper in forty-three adjoining towns and communities, all located within a radius of fifteen miles from the business district.

Long Beach is the Fourth Largest City in the State and the Second Largest in Southern California. It is one of ninety-three principal markets in the United States. There are only 300 negroes in Long Beach. Less than 1% of its population is foreign born.

Long Beach is one of the brightest spots on the Pacific Coast. Since 1920 it has registered a gain of 155% in its population. This growth has been directly reflected in all channels of business.

Indicative of this upward trend of business is the fact that only one city in the United States showed a greater gain than Long Beach in total newspaper linage in January, 1928, over January, 1927. One hundred and fifty-five papers in thirty-eight cities showed an average loss of 3.1%. The Press-Telegram showed a gain of 10.9%.

Member 100,000 Group American Cities

A MILLION DOLLAR  
NEWSPAPER PLANT



## Press-Telegram

Evenings and Sunday Morning  
Associated Press      United Press

### REPRESENTATIVES

On the Coast  
M. C. Mogensen & Co., Inc.

East of the Rockies  
Williams, Lawrence & Cresmer Co.

complete unit. It was released, Mr. Leister says, like a circus announcement. The local dealers and service stations were given banners and reproductions of the newspaper pages featuring the same idea, to be put up simultaneously on the day on which the first newspaper advertisement was released. Another very important element in the plan was a series of three letters sent out by the company, while the newspaper advertisements were appearing, to motorists in the territory covered by the campaign.

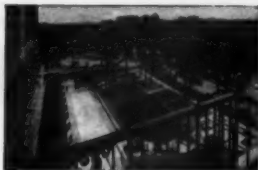
#### THE DEALER TIE-UP

These letters were sent out to lists so classified that each motorist in a certain district received a letter which gave him the name of the particular "Sunoco" dealer or service station which lies on or nearest to his particular direct highway to the city's business district. This is the only direct tie-up of the local dealer with the campaign; but it has, Mr. Leister says, proved sufficient and highly effective. No mention is made of the local dealers in the newspaper advertisements.

In this way, for six consecutive weeks all motorists in a given area are made acutely conscious of "Blue Sunoco" and the demonstration of its superior quality by test; then they are given a six-week rest; and then for another six weeks the same basic story, with slight but important variations, is put before them.

The Sun Oil Company believes that in this way at least as much effect has been produced as would have been produced by a continuous program, and at virtually one-half the cost. Sales figures, the company reports, have shown an increase wherever the advertising has been released, remarkable both for volume and steadiness. No sign has been detected of any decline in the curve during the six-week "vacations" in the advertising campaign.

"Gasoline," says Mr. Leister, "is really an engineering product sold to the general public. As such, you can neither advertise it as you would to an engineer audience, nor



## Flowers and Birds at the Biltmore

**T**HE external surroundings of a hotel often are as important as the interior. At the Biltmore, both are quite pleasing.

The interior is all that one could desire; spacious, airy, outside rooms, tastefully furnished, with every modern convenience. Friendly service—a room clerk on each floor.

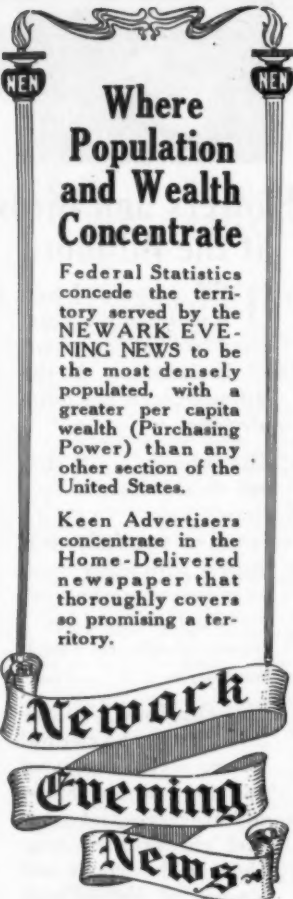
Plus the benefit of the Biltmore gardens! Where several acres of flowers and shrubbery add fragrance and color. And cheery little warblers of the woods add a touch of Nature with their woodland symphony in the heart of a bustling city.

You will enjoy a visit to the Biltmore.

## Atlanta Biltmore

A Bowman Biltmore Institution  
Rates from

3.50



## Where Population and Wealth Concentrate

Federal Statistics concede the territory served by the **NEWARK EVENING NEWS** to be the most densely populated, with a greater per capita wealth (Purchasing Power) than any other section of the United States.

Keen Advertisers concentrate in the Home-Delivered newspaper that thoroughly covers so promising a territory.

**Newark  
Evening  
News**

**EUGENE W. FARRELL**

Business and Advertising Manager  
Home Office, 215-221 Market Street,  
Newark, New Jersey

**O'MARA & ORMSBEE, Inc.**

General Advertising Representatives  
New York, Detroit, Chicago,  
San Francisco

can you advertise it as though it were purely a personal luxury. Perhaps we have not found the final solution to the problem; but we do believe we are on the right track and we know that this style of copy has enabled us greatly to increase our gasoline sales in one of the most keenly competitive markets to be found anywhere."

### Death of E. M. Statler

Ellsworth M. Statler, founder and owner of the Statler chain of seven hotels, died on April 16 at New York, at the age of sixty-four. He rose from poverty to the owner of a business, the sales of which amount to about \$25,000,000 a year.

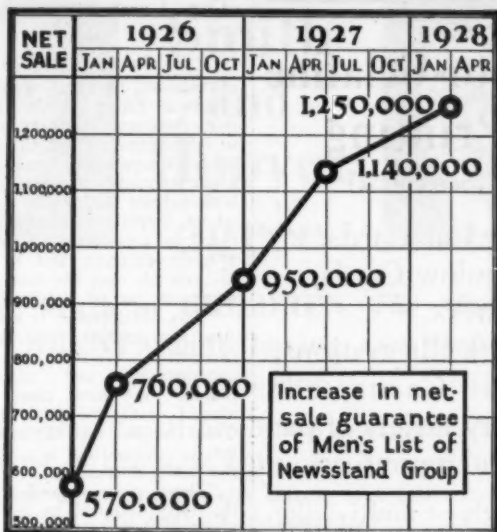
In an interview which appeared in **PRINTERS' INK MONTHLY** of June, 1923, Mr. Statler explained the principles on which he had built up his business. He credited his accomplishment to the policies of perfecting his product, improving the quality, standardizing the service, adopting the one-price policy, enlarging his distribution, increasing the volume and using national advertising. To these, he said, he added a guarantee of satisfaction, which is based upon a pledge that every transaction between the employees of the company and the public will be handled in the spirit of the Golden Rule.

In describing the start of his business, the interview states, he began by redesigning the package, that is, by changing the commonplace idea of what a hotel room should be, and making a better one. He added a bath to every room, instead of having the semi-public bath on every floor, and put furniture and accessories in each room which made them more home-like. In later years, he adopted the Golden Rule, for his employees and inaugurated the policy of "The Guest Is Always Right."

It was Mr. Statler's policy to keep constantly in the minds of the public and his employees the standards of service which he maintained. To this end, he included in the advertisements of the hotels the minute instructions which were given to employees, and in turn had these advertisements hung conspicuously in all departments and in the lobbies. He also advertised extensively abroad.

### Color Discussed at New York Editorial Conference

Margaret Hayden Rorke, managing director of the Textile Color Card Association of the United States, New York, spoke before a meeting last week, of the New York Editorial Conference of business-paper executives. In discussing the topic, "Color in Industry," she stressed the point that color forces all industries, sooner or later, to get together and establish some controlling agency in order to prevent loss and waste effort.



## Newsstand Group is going ahead

Without circulation effort, the sale of the Men's List has more than doubled within two years. 1,250,000 men now pay newsdealers \$3,000,000 a year to read these magazines

Ace High  
Black Mask  
Clues  
Cowboy Stories

Danger Trail  
Five Novels  
Ranch Romances  
Three Star

To keep pace with this demand, the publishers have invested \$110,000 in additional printing equipment and can now produce more than three million of these magazines a month.

This is the only great and rapidly growing circulation-unit composed exclusively of men's magazines. If you make anything men buy, it offers you an outstanding opportunity—a net sale of 1,250,000 at \$1,200 a page.

**E. R. Crowe & Company, Inc.**

New York and Chicago

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## Photo-Gelatine Printing

(Screenless)

For Car Cards,  
Window Cards,  
Posters,  
Book Illustrations,  
Post Cards, and  
every variety of pic-  
torial reproduction.

Single or multi-color.

Prints sheet up to  
44 x 64.

## Short Runs—

made possible and  
profitable by reason of  
our low first cost.

Our price for short  
edition will probably  
be less than your usual  
cost for plates.

Let's get acquainted.

**Wyanoak Publishing Co.**  
INC.

136 West 52nd Street  
New York, N.Y.

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## The Law and Mergers

(Continued from page 6)

officials and business men of large affairs in Europe, I am convinced that American industry is going to be confronted with the most intense competition coming from great international combinations of both private and public character whose combined resources enable them to produce goods with the greatest economy and to project markets all over the world at the minimum cost of distribution.

"This development is a threat to American industry and American prosperity. We must match it by combinations and co-operative unions. We must meet mergers abroad with mergers at home. Thus mergers may become a matter of paramount importance in the public interest.

"These mergers need not be of the type designed to control the market. Mergers may be effected securing tremendous economies in production and distribution without a violation of law. The more powerful organization of American industry in larger, more stable units of itself must strengthen our position in foreign competition. If our industries are not as effectively organized as those of foreign countries, we must ultimately pay the penalty in a loss of trade in foreign markets, which will adversely affect domestic prosperity.

"Foreign competition is only one part of the story on why it is in the interest of the American public for our Government to have a more lenient attitude toward mergers," continued Mr. Davies. "The cost of distribution in our own country is the other half of the story. For some years we have heard from every class of society and business much talk on the high cost of distribution. Everybody everywhere has been led to believe that distribution costs can and should be decreased.

"The merger idea, and the co-operative combination seem to hold more possibilities for lowering distribution costs than any other



# Smith and Hoover agree



on the worth of **CHILDREN**, *The Magazine for PARENTS*, both having contributed to its columns.

Governor Smith's editorial in the May issue is the first thing he has written for any magazine since his famous Atlantic Monthly article.

It is due entirely to the fine balance of its contents and the importance of its features that this magazine is already exerting such remarkable influence.




---

**CHILDREN**, *The Magazine for PARENTS*

353 Fourth Avenue, New York

---

# PEOPLE'S HOME JOURNAL

Announces

that on

April Second

**Weston Oyler**

was appointed

New England Manager

with offices at  
840 Park Square Building  
Boston, Mass.

---



plans that have yet been discovered. If mergers hold possibilities for lowering distribution costs, as so many people think they do, then it is very much in the best interest of the people to give the merger a trial.

"From what I have said, it should now be very plain that the economic needs of the country determine the interpretation of what is and what is not in the best interests of the public. That determination is made by our Federal Courts. These courts are keenly sensitive to changing economic conditions and have shown great ability in making the law fit present-day conditions.

"As illustrative of this statement consider, for example, certain widely known cases on mergers which have been brought before the Supreme Court; (the United States Steel case and the United Machinery Company case). The Supreme Court has made it clear that mere size in and of itself does not necessarily mean a violation of the law.

"The most important aspect of these decisions, for businesses interested in mergers, lies in the fact that they indicate, generally speaking, that Federal Courts are more disposed to take a broader view, than that heretofore taken, on what constitutes restraint of trade, in the light of new economic conditions.

"I think the whole situation of the Government attitude toward mergers can be summed up by saying that our Federal Courts are showing a manifest disposition to administer anti-trust laws so as to preserve the essential good of competition and, at the same time procure for the best interests of the public, the maximum benefits of practical combinations to the degree that is consistent with potential competition.

"In view of this disposition I would say that no business interested in effecting mergers need have any fear of Government interference if those who are responsible for the merger cleave to the basic principle that monopoly or unfair competition under our

## Motor Car Dealer Says:

I consider the Automobile Section of one San Francisco paper one of the best features of the kind in the United States.

### San Francisco Chronicle

## UNITED STATES GOLF ASSOCIATION'S 32D NATIONAL OPEN TOURNAMENT PRO- GRAM FORMS CLOSE JUNE 1

The de luxe annual publication for the folks who live on Easy street. Lively interest for buyers who form the market's habits for quality products. It lasts a year.

For rates and other details address

**FRED GARDNER**

Chairman, Program Committee  
**OLYMPIA FIELDS COUNTRY  
CLUB**

236 N. Clark St., CHICAGO

**COME** to the National Open at Olympia Fields June 21-23 and get an accurate close-up of the best buyers in the country while they're watching the world's greatest golf event.

## wanted a man who can merchandise by mail

Not merely a "direct mail expert" but one who can convey a department store's personality by mail and get a sales response. This man will become Manager of the Direct Mail Department of one of New York's leading department stores. Salary based on worth. Write a letter to prove that you're the man and you'll get the job.

Address:

**Charles C. Baldwin  
Andrew Cone Agency  
18 East 41st St., N.Y.C.**

**A** RECOGNIZED ADVERTISING AGENCY in business nine years, with a congenial personnel and a variety of accounts, is desirous of absorbing a small advertising agency that desires to liquidate because their volume of business is not large enough to justify a separate existence. The owner of such an agency is invited to have a talk with us with reference to relieving him of his overhead through this absorption and to give him the opportunity to develop more business as an employee and thus come near to what his compensation should be for his services.

An honest-to-goodness proposition will be made to take over such accounts if the man has integrity and business ability. The fact that he has not succeeded as an individual agency does not stand against him. Address us confidentially and we will arrange for an interview. Aspirants or beginners need not answer. Box 304—11 West 42nd Street, New York City.

form of Government is wrong. This means that any combination which they may make must not have as its purpose the destruction of actual or potential competition. They must leave the way open for competition.

"What I have said here I realize represents a general answer to the question which manufacturers are asking on the law and mergers question. It would be impossible to presume to pass opinion on individual cases.

"Business should be able to get an opinion on individual cases from the Government in advance on that question. I still believe, as firmly as ever, in the wisdom and practicability of this idea. It holds real possibility for great good to business, the Government and the public.

"In conclusion, inasmuch as I have again put myself on record as being in favor of a Government agency that would tell business what it can do, I want to take the opportunity to answer criticisms that will be made against such an agency.

"It will be said that if a merger proposition came before such a Government agency and received approval as being within the law, those responsible for the merger could, without danger to themselves, then proceed to create a monopoly. In other words such a Government agency would hold possibilities for making our anti-monopoly laws absolutely ineffective.

"My answer to that criticism is that on the contrary it would make them far more effective. Under the Sherman Law today there are practically no convictions. Why? For the simple reason that no jury will send a man to jail for an economic crime, when that crime means, let us say, the sale of all the meat on a cow to the public at a total price that was less than the packer himself paid for the cow. But suppose that a jury received a case which showed that this Government agency, such as I suggest, had been deceived by the promoters of a merger. It takes no mind-reader to predict with all of the assur-

# Something is happening in Kansas City!

Kansas City merchants realize that it is good business judgment to use both Kansas City newspapers.

During the past two months the Journal-Post have signed contracts with the leading merchants—in fact, the largest local contracts that have ever been made between Kansas City advertisers and any Kansas City newspaper. This gives representation in the Post from practically all of the leading merchants who use a large volume of lineage.

## A 20% Gain in Local Advertising Indicates a General Trend to the Journal-Post

	March, 1926	March, 1927	Gain
Journal . . . . .	323,508	283,181	40,327 lines
Post . . . . .	576,231	452,134	124,097 lines
Sunday . . . . .	217,869	192,378	25,491 lines
	<hr/> 1,117,608	<hr/> 927,693	<hr/> 189,915

For the past five months the Journal-Post has shown a very substantial gain in Classified lineage . . . this also indicates growth as this represents contact with a large number of individuals.

*Local merchants who are closest in touch with local conditions are giving the low cost mediums . . . The Journal-Post . . . largely increased volume and securing splendid results.*

*National Representatives:*

**LORENZEN & THOMPSON, Inc.**

New York      Chicago      Los Angeles      San Francisco

# Art Director

—and more

With more to do and more to be responsible for than he ever saw before—competent assistants to help him.

Must know layouts—how to do them—how to direct a staff to do them—

Must know how to interpret merchandise to artists and how to interpret art to merchants.

Should have a keen appreciation of merchandise and how best to show merchandise character in any medium.

A high degree of diplomacy is required and at the same time plenty of force to get things done.

For the right man there is a real opportunity and future.

Apply by letter, giving age, experience and salary expected.

"E," Box 287, Printers' Ink

ance in the world, that for such a crime a jury would quickly and speedily convict.

"The idea is capable of practical operation. The Government of Australia has proved that fact. Its plan of operation is simple. In that country the attorney-general acting for the Government passes upon proposed mergers and if he approves, publishes all of the facts in a paid advertisement. The information thus printed makes the matter one of public record and gives all who may have grounds for civil damages immediate opportunity to protect their interests in the regular courts of the country. Until we create some similar procedure in our own country I believe that undue fear of Government interference may hamper the growth and efficiency of our business."

## Anent Jim Knox's Advertisement

CHARLES B. KNOX GELATINE CO., INC.  
JOHNSTOWN, N. Y., APR. 12, 1928  
Editor of PRINTERS' INK:

It seems that quite a few of the bright advertising minds have been misconstruing the advertisement we placed in your publication in connection with the change in our agency. They have been interpreting this as a bright attempt of the Federal to capitalize on the fact that it lost an account.

In view of this, and the Federal Agency will corroborate it, would you be good enough to please make free mention of the attached little reader?

CHARLES B. KNOX GELATINE CO., INC.  
W. C. BITTEL.

In the April 5 issue of PRINTERS' INK there appeared an advertisement in which the Charles B. Knox Gelatine Company announced the transfer of its account from the Federal Advertising Agency, Inc., to N. W. Ayer & Son.

Many inquiries have been made as to who inserted this advertisement.

PRINTERS' INK is privileged to announce that it was inserted, and paid for at space rates by James E. Knox as a compliment to the services rendered by the Federal Advertising Agency, and without its knowledge.

## New Typographic Business at New York

Superior Typography, Inc., has been organized at New York, to conduct a general typographic service. Paul J. Wienes, president of the new company, has been for the last four years in a similar capacity with the Wienes Typographic Service. Edward H. Wilkinson is vice-president and director of Superior Typographic. Edward A. Roth is secretary-treasurer.

## Recording the Circulation Growth of THE PRESS-GUARDIAN

according to the sworn reports presented to the U. S. Post Office Department on:

October 1, 1920.....	10,165
October 1, 1921.....	10,794
October 1, 1922.....	12,115
October 1, 1923.....	12,703
October 1, 1924.....	13,463
October 1, 1925.....	14,641
October 1, 1926.....	14,722
October 1, 1927.....	17,570
April 1, 1928.....	17,909

*Minimum national advertising rate 6c a line.*

### The Paterson Press-Guardian

W. B. BRYANT, Publisher

(Exclusive Member in Paterson, N. J., of The 100,000 Group of American Cities, Inc.)

National Representatives: G. LOGAN PAYNE CO., New York—Boston—Chicago

### If You Have the Product We Have The Advertising Service

No matter what you make or sell, advertise  
its name and uses. Fulfill your claims,  
maintain your standards and you will  
have the greatest business builder  
of modern times working for you.

## Smith, Sturgis & Moore Inc.

*General Advertising Agents*

171 Madison Avenue , , New York

## THIS MATTER OF EXPORT ADVERTISING

¶ Export advertising is a straight and legitimate business which fell heir to a lot of ills, and in many instances has hardly recovered from them.

¶ Little cousin to the rich, it was bandied about the building and consigned to the gentle care of the janitor, if any.

¶ The days are passing of dabblers who robed themselves in star-spangled garments, talked hocus-pocus in a throaty bass, concealed their ignorance under a cloak of mystery, practiced voodoo rites and generally convinced people of their own omnipotence and the crass ignorance of others in matters pertaining to advertising abroad.

¶ American export business and overseas advertising have now reached so conspicuous a place in the world's affairs that the pall of uncertainty must be lifted and the light of straight thinking and acting be let in upon the subject. Nothing else will answer in a situation growing rapidly more competitive.

¶ Export advertising should be based upon the best American procedure. It should be put into effect by men who have been notably successful in export practice.

¶ These principles must be adapted to foreign conditions, but this is not the intricate process that it has, at times, been painted. Technical knowledge of markets, men and media is essential. The highly important questions of copy and illustration, now much neglected, must be put into the van.

¶ This agency possesses precisely the qualities required. The ability to think straight through to the end in a foreign marketing and advertising proposition; to present a complete, logical and effective plan; to write and illustrate persuasive advertisements for periodicals; to plan and produce direct mail matter adapted to foreign needs; complete cooperation with the export manager—*this we believe to be the business of an agency that knows its business.*

¶ Inquiries are invited.

**JORDAN**  
ADVERTISING ABROAD, INC.

11 West 42nd Street, New York, U. S. A.

SPECIALISTS IN THE CREATION AND DIRECTION OF FOREIGN ADVERTISING

# Ingersoll Watches Again Come into the Price Maintenance Picture

This Time the Federal Trade Commission Issues an Order Prohibiting the Maintenance of Resale Prices on Ingersoll Watches

PROBABLY almost as long as price maintenance has been seriously discussed in this country has the name Ingersoll been mentioned in connection with the subject. For example, almost fourteen years ago to the day, there appeared an article in *PRINTERS' INK*—issue of April 16, 1914—entitled: "Ingersoll Gives His Experiences with Price-Cutters." The article was based on testimony given to the Judiciary Committee of the House of Representatives by William H. Ingersoll, of Robert H. Ingersoll & Bro.

Mr. Ingersoll had appeared before the committee to argue for national legislation that would curb the cutting of prices on advertised goods and he supplemented his arguments with actual experiences in connection with the merchandising of the old Ingersoll watch. Among other things, it is interesting at this moment to note that Mr. Ingersoll testified: "We never had any price-cutting until this so-called Sanatogen decision was handed down last May. Since that time we have done our very best to keep people from ruining our reputation and cutting our prices, but, of course, we have no power to do that. . . . We have had a great deal of trouble of this character since the decision and it is getting worse every day. Our sales for the first three months of this year (1914) as compared with the sales during the first three months of last year, are short in the neighborhood of 12 per cent. We have suffered that loss, and it is mostly in the communities where price-cutting goes on."

The Ingersoll watch has had a multitude of things happen to it since that testimony was given, but apparently its price maintenance troubles have continued throughout all its vicissitudes. And now comes the Federal Trade Commission with an order which prohibits the

Waterbury Clock Company, manufacturer, the Ingersoll Watch Company, Inc., New York, distributor, and the Chicago and San Francisco Ingersoll distributors, from carrying out certain policies having to do with the maintenance of resale prices.

The Commission's order was directed particularly against: "(1) the sending out of notices by the respondent companies in which it is stated that any dealer who sells any Ingersoll watch at a price less than the established resale price of the respondents becomes liable in damages to the respondents or admits such legal liability; and (2) the publishing of or otherwise using any threat to bring suit or action in any court against a dealer, who sells an Ingersoll watch at less than the company's established resale price, for recovery of damages on account of such deviation from the resale price."

In its order the Commission calls attention to a notice sent to retail dealers which appeared on the containers in which Ingersoll watches are packed. According to the Commission, this notice reads as follows:

Watches not bearing the name "Ingersoll" are not "Ingersoll watches" and cannot lawfully be advertised or sold as such.

The advertising or selling of Ingersoll watches at prices which are different from the current prices advertised by us, damages the trade-mark and good-will which the name "Ingersoll" represents.

The buyer admits the foregoing facts and conclusions.

We purpose to prevent such damage and to protect the Ingersoll trade-mark and good-will by prosecuting the property rights therein to the fullest extent of the law.

To any dealer having on hand a stock of Ingersoll watches which for any reason he wishes to dispose of at other than our current advertised prices, we make the following offer:

"To furnish in exchange without expense to him, duplicates of such watches without the name Ingersoll; or at our option, to repurchase at our then prevailing prices, all Ingersoll watches in

## A "FOUR A" AGENCY

needs an  
account  
executive  
on important  
accounts

—which naturally suggests this is no job for a novice. Experience in things like clothing, shirts, hats, underwear, etc., would be particularly helpful. We want a man who knows markets and merchandising, as well as advertising. Address "L.," Box 140, Printers' Ink.

merchantable condition in the dealer's possession. Watches so furnished in exchange may not be advertised or sold as Ingersoll watches, but otherwise may be dealt in as the buyer may choose.

The statement of the Commission goes on to say that: "Since 1922, the said respondents have each individually and acting in co-operation one with the other, specified and established uniform resale prices at which Ingersoll watches shall be resold by jobbers or wholesalers purchasing from any of said respondents and also standard and uniform resale prices at which retailers, whether purchasing direct from respondents or from jobbers, shall sell said watches to the consumer or ultimate purchaser thereof."

The order of the Commission directs the respondents to cease and desist from using the notice quoted above or any similar notice and from "making, publishing or otherwise using any threat, express or implied, to bring a suit or action in any court against any dealer, who sells an Ingersoll watch at less than such established and advertised resale price, for the recovery of damages on account of such deviation from such resale price."

### J. C. Keogh with Woolf-Gurwit Agency

James C. Keogh, formerly merchandising service manager of the Chicago *Evening American*, has been elected vice-president and account executive of the Woolf-Gurwit Advertising Agency, Chicago. He has been with the Hearst organization at Chicago for the last seven years.

### Death of G. J. Smiley

George J. Smiley, sales manager of the Remington Manufacturing Company, a subsidiary of the Remington Arms Company, Inc., New York, died at Battle Creek, Mich., on April 12. He was a brother of John B. Smiley, a former president of the Remington Arms Company.

### W. W. Ayre with Bankers National Life

William W. Ayre has been appointed sales promotion manager of the Bankers National Life Insurance Company, with headquarters at Jersey City, N. J. He has been engaged in free-lance advertising work.





## Plenty of Evidence

**MERCHANDISING** men agree that today each major American market must be served from a strategic center. But in most markets they disagree as to *which* center.

In the South, however, more than 900 nationally-known concerns have placed their regional headquarters in one city. And the Domestic Commerce Division, of the U. S. Department of Commerce, confirms their verdict thus:\*

"Atlanta is generally recognized as the principal headquarters city of this region, being the seat of a large part

of the regional administrative machinery of concerns marketing their services and commodities in the territory."

If you will check into the situation in the South, you will agree that your clients, too, need distribution headquarters in Atlanta. For the full facts, write.



**Send for this Booklet**

It contains the fundamental facts about Atlanta as a location for your Southern Branch.

\* Page 160 of the "Commercial Survey of the Southeast."

**INDUSTRIAL BUREAU, CHAMBER OF COMMERCE**  
153 Chamber of Commerce Bldg.

# ATLANTA

Industrial Headquarters of the South —



## Correspondence COURSE BUSINESS for Sale

Established 3 years. Has wide appeal. Inquiry and sale cost phenomenally low. Business in full operation, systematized, complete equipment, ample supply of printed matter. For prompt disposal, the price asked is less than one-half the outstanding accounts. For particulars address "C," Box 285, care of Printers' Ink.

## Available NOW

as  
ADVERTISING  
or  
Production Manager

A seasoned advertising man with 11 years' practical experience with both advertiser and agency. I am in the early thirties, Gentile, married, and prefer to stay in New York. Reference — my present employers.

G Box 288, Printers' Ink

## Building Industries Launch Home Modern- izing Bureau

Walter J. Kohler Is Elected President of an Association Which Has Been Formed for the Purpose of Conducting a National Remodeling Campaign to Keep the Building Industry Busy.

WONDERING where a profitable volume of sales is to come from as the tide of new construction ebbs, executives of forty-four trade associations, comprising manufacturers and other factors in the building industries, organized the Home Modernizing Bureau of the National Building Industries at Chicago last week. The Bureau plans to begin operations at once. Among the projects which it will ultimately enter upon will be a nationwide sales promotion and advertising program, designed to sell the idea of bringing existing buildings up to date.

Walter J. Kohler, president of the Kohler Company, Kohler, Wis., was elected president of the new organization. With him will be associated as officers: A. Trieschmann, National Lumber Manufacturers Association, first vice-president; Oscar W. Rosenthal, National Association of Building Trades Employers and Associated General Contractors of America, second vice-president; Otto T. Salick, U. S. League of Building & Loan Associations, third vice-president.

The Bureau will open headquarters office in Chicago immediately, having voted sufficient funds to finance a program for the balance of 1928. George E. Piper, who has been with *Household Magazine* for several years, was elected secretary of the Bureau.

Over and over again at the meeting last week, the conviction found expression that the building industries must act without delay if they are to avoid an uncomfortable situation. New home construction is not of sufficient volume to employ all the capital, labor and other resources of in-

## New Products Wanted

One of our clients will award the sum of Fifty (\$50.00) Dollars for one or more ideas for new uses of light chain not now generally used or known.

The ideas may be in the form of new products, or a new adaptation of chain to an old product, subject to the following conditions:

The product must sell through the hardware store; it must be composed largely of chain; it must be practical and marketable; it must be something for which a considerable demand can be developed and it must be fairly light in weight.

The officers of this and our client's firm will act as judges on a strictly square deal basis.

**The Walter A. Allen Agency, Inc.**  
Box 1127 Hartford, Conn.

## SALES MANAGER

## Who Knows

**ADVERTISING ~ ~**

**Eighteen years' record includes successively,—Promotion Manager, Advertising Manager, Branch Manager, Sales Manager. Present connection over ten years marketing and merchandising outstanding nationally advertised quality product. Has directed advertising and selling organization. Salary \$12,000.**

Address "A," Box 282, Printers' Ink.

# 65<sup>th</sup> YEAR of BUSINESS



December 31, 1927

Total Insurance in Force, over . . . \$2,764,000,000

Total Number of Policies . . . 6,253,908

This insurance is backed by a Sinking Fund prescribed by statute amounting to \$383,689,508.00. This fund is the Legal Reserve.

The other reserves carried by the Company on December 31, 1927, brought up its Definitely Allocated Liabilities to the total of \$415,000,775.15.

This includes a reserve of \$16,654,587.95 for policyholders' Dividends to be paid or credited in 1928.

To cover these liabilities the Company owned and held on December 31, 1927, bonds, mortgages, and other property valued at \$451,006,878.49, thus showing a Surplus of resources amounting to \$36,006,103.34.

This Surplus is to provide against asset depreciation, epidemic visitation, or other emergency.

The New Insurance paid for in 1927 was \$524,797,698.00, the greatest year's record in the Company's history.

## Complete Life Insurance Service

All forms of Life, Endowment, and Term policies, for personal protection, Joint Life Contracts, Total Disability, and Double Indemnity.

All the new forms of Group, Wholesale, and Salary Deduction. Annuity Contracts to accommodate various situations, both single and annual premium.

Business Insurance in favor of firms, corporations and other enterprises; policies to Preserve Estates, cover asset depreciation and pay inheritance taxes; Life Insurance Trusts for the retention, care and payment of the proceeds of life policies to the beneficiaries through Annuities, or by means of trusts established in banking and trust institutions.

Our organization is prepared to arrange life insurance protection to meet any need.

Address Inquiry Bureau

JOHN HANCOCK MUTUAL LIFE INSURANCE COMPANY  
107 Clarendon St., Boston, Mass.

terests in this field, various speakers declared. As they see it, the way out is to bring American dwellings up to date by co-operating in an effort to: (1) Stimulate home ownership; (2) modernize all types of structures; (3) persuade public bodies to undertake necessary public works programs. Commendations of the project from Secretary of Commerce Hoover and Secretary of Labor Davis were read at the Chicago meeting.

One of the first steps to be taken by the Bureau will be the appointment of committees which will direct advertising, home-financing and co-ordination of sales effort among various groups in the Bureau's membership and local campaigns. Besides the officers already mentioned, the executive committee is made up of the following: Insulation, C. E. Stedman, vice-president, The Celotex Company, Chicago; Paint and Varnish Industries, Willard E. Matson, Chicago; Wilbur Fisk, Logan, Ohio, president, American Face Brick Association; Frank A. Hofheims, president, Weatherbest Stained Shingle Company, North Tonawanda, N. Y.; Harry S. Knox, president, Wholesale Sash and Door Association, Chicago.

### Death of C. T. Solomon

Clarence Truscott Solomon, founder and president of The Advertising Service Company, Limited, Toronto, died recently at that city in his forty-seventh year. In 1906 he became manager of the Gagnier Agency, Toronto, which later became the Consolidated Advertising Service.

Mr. Solomon opened the Toronto office of the Advertising Service Company, Limited, and became president and managing director in 1917.

### Macaulay Company Appoints Tom Davin

Tom Davin has been appointed advertising and publicity director of The Macaulay Company, New York, publisher. He formerly was with Albert & Charles Boni, Inc., also of New York.

### Western New York Publishers to Meet

The Western New York Publishers Association will hold its annual convention at Niagara Falls, N. Y., on April 20 and 21.

## Now Available for Second Executive Head of Agency

An advertising agency executive of broad experience and capacity in development of clientele will change for more scope. A strong co-worker for agency owner who will use unworriedly this contact with present business and receptive business.

A star performer in contact, plans, copy and follow-through which attract unusual loyalty of client organizations. A record with leading industries and scores of advertisers. A high average of "idea-successes." Prodigious producer.

He has held key agency positions in East and Middle West and is Vice-President of a well known 4A organization at this time. Forty, a vigorous type, Christian, able to invest but not willing to change on such a basis. Proposition wanted will give clear track for term of years, remuneration in keeping with record plus real "working interest" in the stock.

*Address in full confidence  
and with some clear  
indication of purpose:*

"B," Box 284  
Printers' Ink

## Clever Collection Letters Breed Resentment

AMERICAN CHAIR COMPANY,  
SHEBOYGAN, WIS.

Editor of PRINTERS' INK:

I was very much interested in reading the article "Why We Don't Write Clever Collection Letters," by W. A. Wolschlag, credit manager of Ditto, Incorporated [March 29 issue, page 88]. I am one of those who absolutely do not believe in the so-called clever or stunt letter. I am of the opinion that they get nowhere so far as effectiveness and results are concerned, but very often the effect is just the reverse of what is expected and wanted, and in a large majority of instances are actually and absolutely resented by the recipient.

I am a firm believer in the theory that the collection of a past due account needs no apology, nor ambiguous round-about letters or method. I have found that a straightforward, courteous, but, nevertheless, firm request for payment is productive of the best results, and builds up if adhered to, not alone a better class of accounts for you, but, by far a better mutual understanding between you and your customer.

In business, the same as in any profession such as law or medicine, I believe some standard of ethical proceedings and a certain amount of dignity is called for, and once established, should be closely adhered to, otherwise you cheapen yourself and the institution you represent in the eyes of the very people whom you, to your own advantage,

can and should bring to a higher standard of business ethics.

There is an old proverb "Familiarity breeds contempt," that very fittingly describes the result of these nauseating so-called clever, personal touch collection letters.

In individual cases, service letters and service rendered on an account, such as Mr. Wolschlag refers to and illustrated, are good and entirely proper, and come well within the definition of straightforward, and honest correspondence, but with that class of correspondence and service, one must be ever on the guard not to assume a patronizing air. If you do that, you again tread on dangerous ground.

AMERICAN CHAIR COMPANY,  
A. SIEDENSPINNER,  
Credit Department.

## Freed-Eisemann Radio Appointments

Milton J. Adler has been appointed advertising manager of the Freed-Eisemann Radio Corporation, Brooklyn, N. Y. He succeeds Ray L. Speicher, who has been advanced to the promotion department.

## W. F. Prendergast with Imperial Oil, Ltd.

W. F. Prendergast, formerly with Ford Motors of Canada, has been appointed advertising manager of Imperial Oil, Ltd., Toronto.

## art director's opportunity

To our present competent staff of art directors, we are now ready to add another. One whose lay-outs disclose lively imagination, impeccable taste, keen color sense, and draughtsmanship equal to interpreting the flavor and spirit of his conceptions.

It is well within the realm of possibility that some younger man with unusual latent ability may qualify. From him and

from men of proved capacity as well, we shall be glad to have a letter detailing all things necessary for us to judge fairly, as well as samples of their work, which will be carefully returned.

Replies will naturally be held in confidence, and personal interviews arranged only after all answers are studied. Please address material to the personal attention of the president:

**CHARLES DANIEL FREY COMPANY**

30 North Michigan Avenue • Chicago

# WINDOW DISPLAY ADVERTISING

by  
**CARL PERCY**

*"—out where the  
sales are made."*

Think of your traveling representatives as window display experts. Your contact with the retailer is through them. Salesmen should know the advantages of proper display and how to get retailers interested in your window material.

Several large users of displays have already sent a copy of "Window Display Advertising" to their traveling salesmen and branch managers. They have realized that the mission of window displays is to increase sales

and are insuring this increase by securing better cooperation out where the sales are made.

Actual tests described in this book show that one dealer properly instructed in the use of a window display will return enough extra sales to more than pay for the cost of the book.

Buy this book at your bookseller's, or send for your copy today. To read it is to prove to yourself that all your salesmen **SIMPLY MUST** have a copy. **\$3.50**



No book in recent years has added so much to the sound knowledge of advertising as this new monography on window advertising.

It is built on facts rather than theories. The author has been the accepted authority on this little-understood form of advertising for many years. He has written the plans and methods that have made his own business a success into an interesting and readable book.

#### A FEW OF THE MANY SUBJECTS COVERED

Circulation value of windows.  
Understanding the window audience.  
Planning the display to meet the problem.  
Selecting the sales appeal.  
Creating window display ideas.  
Solving the distribution problem.  
Testing the sales influence of displays.

**THE JOHN DAY COMPANY**  
25 WEST 45TH STREET  
NEW YORK

# AMERICAN AGRICULTURIST

## FIVE YEARS OF STEADY PROGRESS

Net Paid New York State Circulation	Total Net Paid Circulation	Number of Pages in Paper	Letters Received by Our Editors	Commercial Advertising Lineage
1923.....	69,012	986	11,015	208,824
1924.....	82,366	1,056	12,244	260,073
1925.....	95,065	1,132	15,379	260,217
1926.....	96,822	1,156	17,100	280,085
1927.....	102,789	1,202	21,706	287,812

Henry Morgenthau, Jr.  
Publisher

461 Fourth Ave., New York

## FARM PAPER SUMMARY FOR MARCH

### COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house livestock and  
classified advertising)

#### MONTHLIES

	1927 Lines	1928 Lines
Country Gentleman ..	80,005	68,961
Successful Farming..	34,764	27,006
Capper's Farmer ...	24,536	26,471
Breeder's Gazette ...	*25,100	23,890
Farm Journal .....	30,234	23,294
Farm & Fireside....	22,981	18,392
California Citigraph	16,713	17,406
The Dairy Farmer...	14,264	17,267
Florida Grower .....	20,247	11,218
Amer. Fruit Grower	12,182	11,133
Farm Life .....	13,476	10,246
Better Fruit .....	6,367	10,053
American Farming ..	10,769	9,629
Farm Mechanics ....	11,406	9,496
The Bureau Farmer.		7,668
Am. Produce Grower	7,017	6,317
Pacific Homestead ..	5,324	4,816
Power Farming .....	3,069	2,966
Farmers' Home Jour.	4,754	2,578

Total ..... 343,208 308,807

\*Five issues

#### SEMI-MONTHLIES

	Lines	Lines
Dakota Farmer ....	41,646	52,293
Missouri Ruralist ..	34,187	40,800
Okla. Farmer-St'kman	36,997	40,482
Hoard's Dairyman ..	36,655	39,362
Farmst'd St'k & Home	31,233	38,330
Southern Agriculturist	30,234	34,191
Mich. Bus. Farmer..	24,909	†33,881
Montana Farmer ...	26,585	33,878
Southern Ruralist ..	25,414	28,828
The Illinois Farmer.	24,283	26,842
Southern Planter....	22,243	26,312
Western Farm Life..	19,198	25,752
Utah Farmer .....	22,132	19,584
S. D. Farmer & Breeder	12,349	13,827
Florida Farmer ....		13,188
Southern Cultivator & Farming .....	14,256	11,202
Modern Farming ....	9,682	9,830
The Iowa Farmer & Corn Belt Farmer.		9,509
The Ark. Farmer....	10,720	9,218
Missouri Farmer ....	10,019	7,677

Total ..... 432,742 514,986

†Three issues



# Factory-ize The Farm

Wherever electricity has been applied to industry, or to the affairs of man in any form, the results have been revolutionary.

Thus far the benefits of electricity have been felt principally in the city and small town. The same benefits may be had upon the farm, and it is there that the next great electrical revolution will be wrought.

The farm can be factory-ized. Indeed, many farms already have been. Thus increased production becomes not the bane of the producer but his reward, while the comforts and conveniences of the city dweller are no longer the envy of the family on the farm.

**Power companies operating in Nebraska are using page space in *The Nebraska Farmer* each month to tell their story.**

The following extract from a letter by Mr. S. P. MacFadden of the Western Public Service Company, of Scottsbluff, Nebraska, is indicative of the reaction from farmers to these advertisements:

**"Just recently we completed a line to serve approximately twenty-five farmers west of Scottsbluff, negotiations for the construction of this line being conducted with a man who saw an advertisement in *The Nebraska Farmer*, and wrote to the Committee for information on how to obtain electric service."**

Nebraska farmers have both the means to buy and the desire to own modern conveniences. The best way to reach them is through *The Nebraska Farmer*, read by three-fourths of them each week.

## THE NEBRASKA FARMER

*Nebraska's Farm Paper*

**SAM E. McKELVIE, Publisher, Lincoln, Nebraska**

**WALLACE C. RICHARDSON, INC.**  
250 Park Avenue, New York

**STANDARD FARM PAPERS, INC.**  
307 No. Michigan Ave., Chicago

**EDW. S. TOWNSEND, 822 Kohl Bldg., San Francisco**

**Nebraska Member Standard Farm Paper Unit**

## *This man has—*

first hand knowledge of advertising and sales tactics gained in four years as advertising and assistant sales manager, and

two years contact, executive and copy work with first-rank New York agency.

He knows household products, building materials, refrigeration.

Salary requirements moderate if accompanied by definite possibilities, in agency or manufacturer. Available on short notice.

*Address "N," Box 143,  
Printers' Ink*

## **Agency Sales Manager Available June 1st.**

This thoroughly experienced executive is now director of sales for one of New York's oldest and most reputable agencies. His personal earnings totalled \$16,500 in 1927. He controls some business, but would prefer to be considered by agencies who would be more interested in his exceptional experience and connections than in his billing alone. He has owned and operated a successful agency; is familiar with every phase of agency work. He has excellent reasons for making a change. No objections to making a Western connection. Interested agencies are invited to make inquiries through their attorneys, or to address "O," Box 144, Printers' Ink.

### **WEEKLIES (Five Issues)**

	Lines	Lines
	1927	1928
Nebraska Farmer ...	\$57,351	74,892
The Farmer .....	\$60,759	73,163
Prairie Farmer .....	\$52,697	67,566
Rural New Yorker..	\$65,345	65,421
Iowa Homestead ....	62,141	64,776
Wallaces' Farmer ...	\$55,387	61,801
Wis. Agriculturist ..	\$45,988	60,789
Kansas Farmer, Mail & Breeze .....	\$47,280	60,190
Ohio Farmer .....	\$52,377	55,525
New Eng. Homestead	\$57,539	54,024
Pennsylvania Farmer	\$49,114	52,963
Progressive Farmer & Farm Women ....	\$38,892	52,745
Michigan Farmer ...	\$45,131	52,696
Wisconsin Farmer ...	56,129	52,510
Pacific Rural Press..	\$50,741	52,090
The Farmer's Guide.	\$45,434	50,724
Farm & Ranch.....	\$47,040	49,043
Washington Farmer .	45,316	46,545
Oregon Farmer .....	44,692	43,921
California Cultivator.	\$40,358	42,803
Idaho Farmer .....	42,251	41,972
Am. Agriculturist ..	\$37,942	40,019
Penn. Stockman & Farmer .....	\$39,068	39,170
Ohio St'kman & Farmer	\$33,817	37,799
Dairymen's League News .....	\$11,467	10,147

Total ..... 1,184,256 1,303,294  
‡Four issues.

### **FARM NEWSPAPERS (Four Issues)**

	Lines	Lines
Kansas City Weekly Star .....	*47,210	44,295
Dallas Semi-Weekly Farm News .....	*19,587	*22,772
Memphis Wkly. Com- mercial Appeal ...	*20,195	16,909
Atlanta Tri-Weekly Journal .....	*16,122	12,649
Atlanta Tri-Weekly Constitution .....	*17,443	14,453

Total ..... 120,557 108,078  
Grand Total ..... 2,080,763 2,235,165  
\*Five issues

(Figures compiled by Advertising  
Record Company.)

## **Houde Engineering Account to J. Jay Fuller**

The Houde Engineering Corporation, Buffalo, N. Y., Houdaille shock-absorbers and Quality spring protectors, has placed its advertising account with J. Jay Fuller, Buffalo advertising agency.

## Frank Talk About the Subscription Methods of a Co-operative Dairy Paper

**T**HE subscription methods of the Dairymen's League News are as clean-cut as those of any privately owned farm paper.

The contract signed by every member of the Dairymen's League Co-operative Association, Inc. authorizes the deduction of \$1 a year in advance for his subscription to the Dairymen's League News. The subscriber is fully aware of this deduction which is indicated upon one of his milk checks.

In addition, there are about 15,000 dairymen who send in voluntary subscriptions, fully paid. No circulation solicitors are employed, nor are premiums or other special inducements ever offered to attract subscribers.

While the great bulk of the circulation of the Dairymen's League News is concentrated in the New York City Milk Shed, there is also a scattering circulation throughout the world. Advertisers often receive inquiries from heads of dairy departments in foreign lands.

The farmer-owned dairy paper offers you the most complete coverage of the dairy farms in the New York City Milk Shed, and at lowest cost—50c a line.

*Sample Copy and Rate Card forwarded on request.*

Dairy farms of this area supply New York City with fluid milk at profitable prices.



## DAIRYMEN'S *League* NEWS

New York  
11 West 42nd Street  
W. A. Schreyer, Bus. Mgr.  
Phone Pennsylvania 4760

Chicago  
10 S. La Salle Street  
John D. Ross  
Phone State 3682

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1883 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, Geo. M. Kohn, Manager.

St. Louis Office: 915 Olive Street, A. D. McKinney, Manager.

San Francisco Office: 364 Market Street, M. C. Mogenssen, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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NEW YORK, APRIL 19, 1928

**A Question of Definition** Advertising men should know rather better than any one else that no problem can be solved unless there is agreement on the words that are to be used in studying it, and upon the meaning of those words.

But the business of advertising is greatly hindered in its progress toward becoming a science by the vagueness with which many of the most important words used in discussing it are employed. This confusion of meaning, in fact, characterizes the basic terms of the entire field of activity of which advertising forms an important part—the business of getting the products of human skill, energy and enterprise, in a complicated social organization, from their maker or

producer to the one using them.

Did it ever occur to you that there is not even one completely satisfactory and universally accepted word with which to describe this entire process? Selling, marketing, merchandising, distribution—all of these have been and still are being employed. But not one of them can you use for even a short time without encountering a substantial group of people to whom that particular word has a different and more restricted meaning. The confusion that results and bedevils discussion is all the worse because these different meanings are neither entirely different nor identical, but fade off into each other.

Can we agree upon any one of these words, or do we need an entirely new word, which we may promote into the great Word of Power that is to swallow up all the others and leave them to be assigned, each to its definite province within the greater business structure? Much conjuring, just now, is being done with the mighty and mouth-filling word "distribution." It rolls nobly from the tongue and resounds booming from the loud-speaker—so ear-fillingly as often completely to hide a lack of any clear, precise or practical thinking behind it.

But "distribution," popular as it is, means one thing to a Senator, another to a trade association convention orator, and still another to an everyday manufacturer—in fact it may mean quite different things to two different manufacturers. Many people never give a thought to the fact that there may be valid reason to subdivide or qualify the term and make a classification that might be defined as "physical distribution"—the mechanics of the job; packing, shipping, warehousing and so on, and the co-ordination of these factors.

It is obvious that clear thinking upon these essential problems is not helped by vague discussions of "distribution" into which each man in the whole vast operation of business reads the particular meaning that most interests him. Nor is clear thinking upon any of the

other problems of advertising, personal salesmanship, credits or what not, helped in any greater degree.

Isn't it a job for advertising men, who claim to understand the use of words, to promote a greater degree of exactitude in their employment?

### **A Sound Basis for Co-operative Advertising**

When a great industry decides to advertise co-operatively it ought to have something more than an obvious desire for more sales if its campaign is to be effective. The most successful co-operative campaigns have been those in which something which the industry could do to help consumers was emphasized, rather than the merits of the products made by the industry.

The carpet manufacturers seem to have hit upon an idea which offers the industry an unusual opportunity.

In the *Journal of Commerce* Irving S. Paull, president of the Institute of Carpet Manufacturers, is quoted as saying: "Life's ever increasing crash of sound, a medley of maddening vibrations that pierces the most stolid of consciousnesses, diminishing the efficiency of the office worker, building up a nervous tension and converting existence into a continuous conflict with discord, has served to create a new and marked utility for the wool floor covering and wool drapery."

Mr. Paull feels that in the craving of the office worker for relief from loud noises, a great opportunity awaits the producers of a commodity which helps kill noise. He pictures the industry and its salesmen as distributors of restful quiet. He believes that a vast hidden market of at least 10,000,000 square yards of carpets, rugs and draperies awaits the industry if it will sell on this new keynote of quiet. We believe that Mr. Paull has made an excellent suggestion for a logical and effective co-operative advertising campaign. Copy at its best is news of a new use or a new angle on an old use.

The products of the mills have

always been sold on a basis of competitive claims of beauty, warmth, decorative value and price. The thought of selling the whole output of the industry on its ability to create quiet is a sound suggestion. It would not interfere at all with the individual producers who wanted to continue to sell on the old basis. To quote Mr. Paull again: "To tell the business or professional man that an investment in quiet is one that will pay dividends from the start, is to catch his attention immediately. To demonstrate the virtues of the proper types of furnishings to achieve this end is a simple merchandising gesture, so rich in possibilities that it cannot well be ignored by the progressive retailer of these products."

Some excellent advertising copy could be written on the function of wool floor coverings to bring back quietness, especially in the great office buildings where so many men and women spend most of their waking hours. It is to be hoped that this excellent suggestion will be followed by an active effort to raise the funds for a broad co-operative advertising campaign.

### **Are Writers Bigger Than Business Men?**

Why this apparent superiority complex held by writers who seem to think they are called upon loftily to criticize business and all its works? We shall have to admit that a great weariness possesses us as we see sales executives caricatured as Babbitts and advertising men set forth as more or less useless gentlemen who fatten upon the credulity of morons. The *literati* seem to look with amused tolerance upon the man who produces and sells meat, automobiles, butter, oil, shoes and cheese. The farmer is held to be a noisy agitator, so lazy and inefficient that he calls for a Government subsidy. Henry Ford is classified as a fortunate ignoramus because he admitted one time on the witness stand that he knew nothing about history and cared less.

Certain clever word mixers have been having a great deal of fun with the packers of late, since the Supreme Court of the United States has ruled that Armour, Swift and the others shall not engage in the general food products business. We are not questioning the legality of the court's decision. But why all the mirth? The packers have contributed more to the health and general welfare of the country than all the writers combined. For our part we should hate to go back to the old slaughter house days when a butcher would kill a pig or a decrepit cow in some unsanitary shack and peddle the meat as being fresh and wholesome.

The conviction persists that these gentlemen, so handy with English, are lampooning men who are vastly more useful and important than themselves. And the moving picture producers who are arbitrarily classed with morticians, traveling salesmen, barbers and advertising men have done more to elevate and educate humanity than tons and tons of some of the alleged literature that floods the land throughout the year.

The manufacturer of a good piece of merchandise is usually much more of a benefactor to humanity than the writer of magazine articles or books which ridicule him. The salesman and the advertising man, being the means through which he sells his goods and keeps the price down to a volume basis, are indispensable factors in the economic scheme of things. The retail mail-order houses, the chain-store systems and the independent retailer — who have contributed more to the general welfare than these?

Just because a person can write volubly, is this any reason why he should be regarded as superior to the business man who is comparatively inarticulate or is too busy with his job to spare the time to defend himself? Why should the professional man put on airs?

A good book, a wonderful painting or an inspiring musical composition—these are worth-while elements in our civilization with-

out which the world would be a sorry place. But so is a shirt that will fit.

### **King George Supports Co- operative Advertising**

There can now be added to the name of distinguished statesmen, economists and heads of governments who have endorsed advertising, that of King George of England.

In the King's recent speech at the opening of the Parliament of Northern Ireland, he strongly supported the campaign of the Irish and Scottish Linen Damask Guild in America, and urged its extension. Alfred T. Brown, secretary of the Guild, who returned at the end of March from a three months' visit to the Irish and Scottish linen centers, brings back the account of the King's speech and also reports that a substantial revival of the linen industry in both Scotland and Ireland came as a result of the advertising campaign conducted in the United States during the last two years.

There was a time when if the President of a republic or the King of a great nation rose in a meeting to give voice to his official endorsement of advertising, the fact would have created a sensation. Now it is taken rather as a matter of course that the head of a progressive nation should not only know something about the good which advertising accomplishes, but be willing to encourage his fellow citizens or his subjects as the case may be, in following the lead of the more progressive of the country's industrialists. Now that the King of England has given his official support to co-operative advertising, it is logical to expect other British co-operative advertising campaigns in this country.

There are very interesting developments ahead in the invasion of America by British tobacco interests, for example. Perhaps the King's speech in Ireland will encourage the British tobacco industry to go ahead on an extensive advertising campaign in America in the near future.

## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

40 EAST 34TH STREET

*New York*

**AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS**

### **CLIENTS**

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap  
and Glycerine Producers

The Ansonia Clock Co.

**"NOT HOW MUCH, BUT HOW WELL"**

# Advertising Club News

## Technical Publicity Association Elects Officers

T. H. Bissell, advertising manager of the International Nickel Company, was elected president of the Technical Publicity Association at its annual meeting last week at the Advertising Club of New York.



T. H. BISSELL

B. H. Miller, vice-president of the Permutit Company, was elected first vice-president; J. R. White of Jenkins Bros., second vice-president; and Leon H. A. Weaver of the Superheater Company, secretary and treasurer.

Ralph W. Bacon of the Chase Brass & Copper Company, retiring president; Allan Brown of

the Bakelite Corporation; L. J. Galbreath of Rickard and Company, and R. N. Bolander of the Simmons-Boardman Publishing Company were elected directors.

It was decided to hold the annual get-together party of the Association at the Westchester-Biltmore Club some time in May. Plans for the New York delegates and for exhibits at the convention in St. Louis of the National Industrial Advertisers' Association in June were also discussed.

Harry Roberts, Jr., art director of the Montague Lee Company, Inc., was the speaker of the evening. He discussed the use of type in industrial advertising for illustrative and artistic effect, accompanying his talk with lantern slides of various type faces, including a number of European type designs not yet known in this country. His advice to industrial advertisers was to study the type effects employed by general advertisers, including some of the big retail establishments, and to adapt their ideas to industrial practice.

## Advertising People Termed "Troubadours of Industry"

"Just as the minstrels and troubadours of another age sang of the glories of their land and loves, so do the advertising men of today herald to the world the romance of the thousands of products that our age turns out to meet the needs of moderns," Walter Drey, vice-president of *Forbes* told the Advertising Council of Chicago last week in a talk on "The Relation Between Advertising and Poetry."

"Advertising men—the Troubadours of Industry," is the way he phrased this romantic side of the business of advertising. He stressed the factor of constructive imagination, a quality without which, according to him, no advertising man can get very far.

## Why Missionary Sales Work May Be Dangerous

When a manufacturer is cultivating a territory, he should restrict his efforts to the job in hand and not weaken them by reaching out after other markets. In expressing this opinion before a meeting of the window display group of the New York Advertising Club, Arthur Freeman, chairman of the board of the Einson-Freeman Company, stressed the fact that every marketing activity is successful in proportion to the balance maintained in its relation to other activities in the merchandising plan.

Orders from distant points should not influence a manufacturer to spread out his operations, he said, for these may only bring him a little business at the expense of losing his opportunity to do a good job in the market he is scaled up to meet. For that reason, Mr. Freeman believes missionary work is dangerous if it tempts an advertiser to broaden his territory before he has firmly entrenched himself in the market he has set out to cover.

\* \* \*

## Off-the-Street Club Elects Charles H. Stoddard

Charles H. Stoddard, for many years an officer and active sponsor of the Off-the-Street Club, a welfare work maintained for more than a quarter of a century by the advertising fraternity of Chicago, is the newly elected president of this organization.

Other new officers are: Vice-presidents; E. T. Gundlach, Samuel C. Stewart, Maurice Rothschild; secretary, Charles D. Heller; treasurer, Charles H. Porter. In addition to the officers, the following have become members of the board of directors: F. E. M. Cole, A. H. Woodward, T. W. Sneed, W. D. Richards, Kenneth H. Thomas, J. Ellsworth Gross, Charles W. Wrigley, Lloyd Maxwell, and C. H. Touzalin.

\* \* \*

## Tells Advertising Men to Watch Legislation

The necessity for making advertising clubs a source of information for all business firms was emphasized by Clinton F. Berry, president of the Adcraft Club of Detroit, at a recent meeting of the Advertising Club of Los Angeles at which he was the principal speaker. He recommended that all advertising men in the United States should organize for protection in matters of legislation pertaining to advertising which are continually being brought up at Washington.

\* \* \*

The Advertising Club of Minneapolis has appointed R. C. McClintock, of the O. B. McClintock Company, as chairman of the nominating committee. The annual meeting of the club will be held May 23.



## Mail-Order Sales for March

Sears, Roebuck & Company report sales for March, this year, of \$23,985,681, against \$23,254,260 for March, 1927, an increase of 3.1 per cent. Sales for the first three months of this year amounted to \$72,067,865, against \$66,300,802 for the corresponding months of last year, an increase of 8.7 per cent.

Montgomery Ward & Company for March report sales of \$17,800,945, against \$17,892,739 for March, last year, a decrease of .5 per cent. Sales for the first three months of this year amount to \$45,576,495, against \$45,233,923 for the first three months of last year, an increase of .7 per cent.

The National Bellas Heas Company reports sales of \$5,238,310 for March, against \$4,185,718 for March last year, an increase of 25.1 per cent. Sales for the first three months of this year amounted to \$10,365,197, against \$8,963,047, for the corresponding months of last year, an increase of 15.6 per cent.

## R. E. Tuttle Leaves Bailey, Walker & Tuttle

R. E. Tuttle has resigned as vice-president of Bailey, Walker & Tuttle, Inc., Chicago advertising agency, in order to become associated with a number of companies identified with the Electric Furniture Corporation, Chicago. This latter concern with which he had previously been connected as merchandising counsel, has elected him vice-president and general manager. He will have charge of all sales activities.

## J. W. Clinger with National Publishing Company

John W. Clinger has been appointed promotion manager of the National Publishing Company, Philadelphia, manufacturer and publisher of bibles, books, albums, etc. He has been Philadelphia representative of the C. J. Oliphant Advertising Agency, New York. Previous to that time he was with The American Baptist Publication Society, Philadelphia.

## Spring Campaign on Calpet Gasoline Starts

The California Petroleum Corporation, Los Angeles, has started an advertising campaign on Calpet gasoline in 100 Western newspapers. The Los Angeles office of the L. S. Gillham Company, Inc., advertising agency, is directing this campaign.

## New Dates for Fourth District Convention

The dates set for the Fourth District convention of the International Advertising Association have been changed to May 20, 21 and 22. The convention will be held at St. Petersburg, Fla.

## Trade Group and Publishers Discuss Joint Problems

Representatives of nine manufacturers of floor coverings and six publishers of trade papers in the same field met together at a recent meeting for a joint discussion of their mutual problems. The meeting was sponsored by Gilbert H. Durston, advertising manager of the Mohawk Carpet Mills, Inc., and the Association of National Advertisers.

Among the topics of discussion were the possibility of furnishing floor covering trade-paper circulation figures based on Audit Bureau of Circulations reports, and the comparative value of circulation from paid subscriptions, from controlled circulation and from sample-copy free circulation. Advertisers urged that editorial policies be directed more and more along the line of helping retail trade.

One of the outstanding results credited to the meeting was the engendering of a much better understanding of each other's problems by advertisers and publishers and a desire to help in disposing of these.

Among those present were:

S. E. Conybeare, Armstrong Cork Company; E. Gerry Tuttle, W. & J. Sloane Mfg. Co.; Frank A. Cox, M. J. Whittall Associates; Coleman R. Gray, The George W. Blabon Company; Horace Plimpton, Hardwick & Magee Co.; A. N. Cook, Bigelow-Hartford Carpet Company; T. H. Anderson, Cowan, Dempsey & Dengler, Inc.; Guy Richards, The Erickson Company; Arthur H. Ogle, secretary-treasurer, Association of National Advertisers, and Mr. Durston.

## Change Name of "New Perfumer's Journal"

*The New Perfumer's Journal*, New York, is now being published under the name of *Aromatics* and its editorial contents have been broadened in scope as indicated by the new title. Burton T. Bush is managing editor and director of *Aromatics*.

## Death of Charles B. Hull

Charles B. Hull, Western advertising manager of *Hunting and Fishing Magazine* and the *National Sportsman*, Boston, died recently at Chicago. He was sixty-seven years old and had been engaged in advertising work in Chicago for forty years, with *McClure's* and *Outdoor Recreation* and, at one time, was with Lord & Thomas, Inc., before its change to Lord & Thomas and Logan, Inc.

## Buffalo "Times" Appointments

Jay O'Connor has been appointed manager of classified advertising of the Buffalo, N. Y., *Times*. He was formerly with the New York *Herald Tribune*. C. Y. Abbey has been added to the advertising staff of the *Times*. He had been with the LaSalle, Ill., *Post-Tribune* as advertising manager.

# The Little Schoolmaster's Classroom

THE Schoolmaster was mildly surprised the other day to learn that The Book-of-the-Month Club distributes each year 40,000 copies of twelve books to club members. He came across this statement in a highly interesting new book called, "Business the Civilizer," by Earnest Elmo Calkins. In the book Mr. Calkins reprints an article that appeared in *PRINTERS' INK* in 1922, under the title, "A Million Dollar Campaign." The article and the discussion it caused, writes Mr. Calkins in his book, were probably responsible for the launching of the book clubs (at least of the Literary Guild), which are attempts to advertise books as distinct from the advertising of a particular book. Mr. Calkins continues in his interesting way:

"The book clubs are limited by their selfishness. They are schemes to capitalize on all of their own publicity. This narrows the result of their advertising to comparatively few books. The better suggestion of all publishers teaching all people to read all books has the power of its disinterestedness. It would look far ahead to the common good of all the book-publishing, book-selling interests, without attempting to seize the immediate advantage. But the success of the book clubs—one of them at least—shows that any concerted effort to bring books as such before people is bound to be fruitful. The Book-of-the-Month Club distributes each year 40,000 copies of twelve books, and 40,000 copies is considerably more than the total sales of most books. Its success lies in selling an interest in reading matter rather than an interest in a specific book.

"It is only fair to add that since this paper [the article in *PRINTERS' INK*] was first printed there has been a gratifying increase in the number of those small intimate personal bookshops conducted by just such a woman as is described above, whose cultivated knowledge

of books is at the ready command of her customers. In these stores buying a book is as great a pleasure as buying a cigar in a United shop. Nor should the marked improvement in publishers' advertising be overlooked, nor the fact that such books as Will Durant's *Story of Philosophy* have become best sellers."

The Schoolmaster wishes to commend the manufacturers of this book—the Atlantic Monthly Press and Little, Brown and Company. Were its contents less worthy than they are, the book would still be distinctive, because of its rich and striking futuristic jacket and large, readable print. Business books would tempt a wider reading if they were dished up on this kind of service.

\* \* \*

For some time the head of the advertising division of the School of Business at Columbia University, Dr. H. K. Nixon, has been endeavoring to make his advertising courses as practical as possible. The fact that Columbia is located in New York, where so much advertising originates, inspired this idea. To this end he has constantly made every effort to obtain as members of his teaching staff men and women who are daily engaged in the preparation and placing of advertising. This he has done with marked success. This year he has added another idea—a permanent small-scale exhibition of advertising. The purpose of this exhibition is to give members of all advertising classes at the university practical ideas on advertising. The exhibition minutely explains by means of typewritten memorandums the outstanding points of value on all material displayed. The information in those memorandums comes from agencies and advertisers.

\* \* \*

In studying the exhibition the Schoolmaster uncovered several practical ideas that he believes the



## These "Buy-it-here" Displays Cash in for the National Advertiser

**I**NEVITABLY, after being persuaded by your advertising, the consumer thinks "where can I buy it?"

To answer that query, many thoughtful advertisers turn to Flexlume Electric as the most effective, economical and permanent form of local tie-up.

Your dealer is familiar with the day and night-electric attraction of Flexlume advertising signs. Not only are they known for closely identifying him with your nationally known brand but also for greatly increasing his own local sales.

Write for details of our Flexlume advertiser-dealer tie-up plan.

**FLEXLUME CORPORATION**  
1052 Military Road,  
Buffalo, N. Y.

Sales and Service  
in all Chief  
Cities of U. S.  
and Canada.



Factories: Buf-  
falo, Detroit, Los  
Angeles, Oak-  
land, Toronto.

**FLEXLUME ELECTRIC DISPLAYS**

# STUDY Advertising at home

**MASTER** the fundamentals of advertising the Eastman way, in half the time, half the study, half the cost.

## LEARN BY MAIL.

Strong faculty of business men who know the essentials of success. The next best thing to personal instruction in the Eastman classrooms.

Entirely different from "book-course" methods. Simple. Direct. Moderate cost. **WRITE** today.

BOX 15

**EASTMAN-POUGHKEEPSIE**  
*A National Institution for  
over Half a Century*

USE

# Golfdom

*The Business Journal of Golf*  
Has 100% coverage to the buying executive.  
236 N. Clark St., Chicago

## MERCHANDISE AND CONTACT MAN

with broad knowledge of sales, advertising and marketing to sell and serve manufacturers a comprehensive marketing and survey service. Headquarters in Chicago office of a national organization. Interviews New York or Chicago. Write us in confidence. Address "J," Box 141, PRINTERS' INK.

Class might like to know about.

\* \* \*

The exhibit of the Strathmore Paper Company, for example, shows the great importance that must be given to detail in preparing an advertisement. According to a memorandum explaining that exhibit, Strathmore had a slogan that read: "Simplicity and Strathmore Expressive Papers." This slogan, it was discovered, was creating the wrong impression, due to the fact that many people, reading hurriedly, tended to read the word "expressive" as "expensive." The fact that these two words have the same beginning and terminal syllables makes it easy to understand how such misinterpretation was possible.

The exhibit shows, that in an attempt to prevent this false perception of the slogan, the Strathmore company had recourse to the device of printing the word "expressive" with the middle syllable in italics—thus "exp*ressive*." This, however, was not entirely satisfactory and as a later development Strathmore began to use simply the slogan "Expressive Strathmore Papers," with a rule under the middle syllable of the word.

\* \* \*

For those who are interested in getting new ideas on illustrating products that are hard to illustrate there is an idea in the exhibit of Lightolier, a New York lighting fixture organization. If you stop to think about it, the artistic presentation of an electric fixture is something of a problem. If you try to show the product in its setting, by using a photograph of the whole room, the fixture is apt to be subordinated and any attempt at forcing attention to the fixture is likely to seem unnatural. On the other hand, a simple picture of the fixture alone is not very ex-

## WINDOW DISPLAYS

Paint Process, Cut-Outs, Transparencies and Mechanical.

We produce, pack and ship complete displays for National Advertisers.

Write for Samples

The American Display Co., Dayton, O.



PAUL J. WIENES

*Noted typographic designer and craftsman.  
His services are now available to advertising agencies  
through Superior Typography, Inc.*

PAUL J. WIENES...NOW PRESIDENT OF  
*Superior Typography, Inc.*

A new typographic service, properly organized, started in a big way to handle big business. New equipment...new type faces...new type. Superior Typography, Inc. is modern in spirit, wide awake, courteous and willing to serve. Our constant endeavor will be to set a perfect first proof. Superior Typography, Inc. offers, we believe, character, organization, ability and purpose. To our many acquaintances we extend a warm welcome to visit us and see a composing room of which we are truly proud.

**SUPERIOR TYPOGRAPHY, INC.**

305 East 47th Street, New York

*Telephone Vanderbils 8880*

### How to Pay the Agency for Extras

Of course you know how to figure commissions on space. Do you know as much about charges on non-commission stuff? Here are eight Dope Sheets ("Batch AC") that cover these subjects—agency handling charges; figuring service fees; industrial agent's pay; universal agency recognition; agency and business paper; agency costs; compensation on bargain space rates; contract on non-publication advertising, etc. Customary practices reviewed and principles established. Fair deals for agency and advertiser both. Entire "Batch AC" listing at \$7.00 is yours for \$5.25. It will save you no end of friction over extra charges.

**LYNN ELLIS, Inc., Desk A-6**  
525 Crescent Ave. - San Mateo, Cal.

## Colorful Advertising

### Show Cards      Displays

Perfected Silk Screen Process. 100 to 5000 Runs in Any Number of Colors. Entire Color Plate Cost Eliminated. We work with the lithographer and printer. Estimates, ideas and sketches in color submitted without charge.

### Aladdin Products Co.

122 Fifth Avenue, New York City, N. Y.  
Phone: Watkins 9676

DESIGNER

## a BUILDER of

### Printed Advertisements

A New York Artist, with a technical background, combines Paper, Ink, Type Illustration with commonsense executing Dummies, Design Lettering and Specifying type.

Excellent on Detail for Direct-by-Mail, Newspaper, Magazine and Trade Journal advertising.

His Treatise on Design, Layout and Lettering on the Graphic Arts recently won high praise by the authorities.

At present he finds himself limited in scope, calling for the proper contact and cooperation. Young, married, and aggressive. Communicate "D," Box 286, Printers' Ink.

citing. What Lightolier did in its advertising was to compromise by using a photograph of the fixture along with simple sketches suggesting the rest of the room, without actual presentation of the room.

\* \* \*

The exhibit of the advertising of Cheney Brothers, New York silk house, also shows how a hard problem in advertising illustration was solved. This company, it seems, wanted to show that its products were extremely smart. It was inadvisable, however, for it to attempt to show different patterns because it had such a great number of them. The showing of one or two patterns would have caused a tie-up with only certain stores and would perhaps have caused more harm than good when people asked for them in other stores. As a solution to this problem this company hit upon a smart but rather indefinite type of illustration, suggesting sophistication and style, yet not actually showing any particular pattern.

\* \* \*

In the metabolism of civilization there are two distinct forces. On the one hand the anabolists, or the builders; and on the other hand the catabolists, or the destructionists. In every great movement whether social, economic, political, or artistic the inevitable pro and con will be found divided into two opposing camps. Every now and then the demolition part of the cycle comes into the ascendancy, so to speak, and we pass through what is familiarly known as the "debunking" period.

But it is a superficial mistake to include the "debunkers" with the catabolists. Properly considered, they do not belong to a school of destruction at all, but strive, sometimes earnestly, to strip the gaudy trappings of misquoted history and misguided adulation from the samite fabric of description. It is they who attempt to segregate *laus et veneris* from blurb and

## "GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents

Toronto ..... Montreal ..... Winnipeg ..... Vancouver ..... Hamilton ..... London, Eng.  
New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

*The* **REILLY**  
**ELECTROTYPE CO.**  
INCORPORATED

announces the re-  
moval on April 16th  
of its uptown plant  
and all offices to  
**216 East 45th Street, N. Y.**



Telephone service for  
both plants will be  
handled through

**VANderbilt 5490**

## FELT POSTERS

for use in Department  
Store windows and  
other places where  
printed cardboard  
just won't do.



Samples on  
request

Jerome E. Walter  
Window Advertising  
3 West 42nd Street - New York

## Resale Price Control

is entirely permissible and  
lawful. Under competent  
legal advice, I have per-  
fected a practical method.

Full details on request.

**C. C. MARTIN**

81 Fulton Street  
New York, N. Y.

## HOW FICTION ELEMENT MADE COPY PULL

Edward Mott Woolley's book, "Writing For Real Money," tells how he got results for big advertisers by reducing appalling waste from lifeless copy. Gives names. Little jobs to thousand-dollar fees. Exploring undiscovered advertising material. Putting story pull in ads and booklets. Getting human life into copy writing. \$1.50 postpaid. E. M. Woolley Associates, Passaic Park, N. J.

## Experience in an Agency and Actual Outside Selling Also.

This combination is offered by a young man, not afraid of responsibility, who seeks job as assistant to busy executive. College degree, married, available soon. Address "Z," Box 283, Printers' Ink.

press-agentry and other forms of exaggeration.

Consequently, when an advertiser of his own accord undertakes to inform the public concerning his product in an unembellished manner, his "debunked" advertisement is individual enough to command favorable attention. Real estate was the last business to put superlatives and flamboyant phrases to the side and appear naked and unashamed and interesting, by virtue of its own merit. Now, strange as it may seem, Universal Pictures sees fit to make use of the debunked advertisement. Carl Laemmle, the president of Universal, is responsible for a series of almost non-superlative advertisements, that are appearing in New York newspapers concerning the Colony Theatre. The tone of this campaign is so subdued that it affords a startling contrast to the contemporary advertisements of the same page. Witness:

The changing of the policy at the Colony Theatre to two shows a day, does not carry with it the threat, or promise, of huge presentations, hordes of toe dancers or legions of musicians. And I do not want visitors at the Colony to expect five or six salutes from each usher. Naturally, all the attaches are courteous and will look after your every want—but all the luxury, all the glamour, will be on the screen.

Joseph Cherniavsky will be in charge of the musical program. He will have a splendid orchestra and a magnificent score. "We Americans," which will be the opening attraction, will have George Sidney, Beryl Mercer, Eddie Phillips, John Boles, Patsey Ruth Miller and Doyle Lewis in the leading roles. There will be hundreds of fine orchestra seats at one dollar evenings, and seventy-five cents matinees. I recommend "We Americans" to you as a most impressive screen drama.

Carl Laemmle

This is a promising start. Let the Class take notice if the prelude on the screen is as admirably phrased.

## A Chicago Solicitor

Young man, college education, outstanding personality, with some advertising experience, seeks connection with publication in Chicago territory. Will meet you halfway in salary—starting low, but expecting reward for merit. Address "M," Box 142, care of Printers' Ink, 231 South La Salle St., Chicago, Ill.



## An Opportunity for an Advertising Woman

A New York corporation dealing in various food products has an opportunity for an experienced advertising woman who can come in and handle the advertising.

This consists mostly of New York City newspaper space, together with booklets and folders.

The applicant must be a good writer; also an experienced purchaser of art work; also capable of supervising typography—in fact, a complete advertising department.

The placing of the copy is done direct with the newspapers.

The woman who can handle this position is probably engaged at this time as assistant advertising manager of a department store or in an advertising agency.

Applications will be considered absolutely confidential. Our own organization knows of this advertisement. Write full details about yourself—your past experience—your salary requirements. If possible send photograph and samples of your work. These will in each case be returned.

Address "Y," Box 281, Printers' Ink.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**A manufacturer of metal products** is looking for additional articles to manufacture. Ample facilities for large production. Address Freeze and Vogel, Inc., 383 Milwaukee St., Milwaukee, Wis.

**LITERARY SERVICE**—Editing, research, proofreading. Manuscripts prepared for publication. Illustrations secured. Expert printing advice. All mechanics of production provided. Appointments by telephone—Vanderbilt 6230. Room 1003, 516 Fifth Avenue, New York City.

### HELP WANTED

**OPENING IN NEW YORK** for young man with experience selling magazine space by direct-mail. State references, experience and salary expected. Box 396, Printers' Ink.

### ACCOUNT EXECUTIVE

in every sense of the word. Salesman. Copy. Layouts. Plans. Share of profits offered plus. Ohio agency. Box 418, Printers' Ink.

**Artists** wanted for engraving art department. One first-class retoucher and one high-class pen-and-ink and color artist. Please send samples and state salary wanted. The Bucher Engraving Company, Columbus, Ohio.

### ADVERTISING PRODUCTION

**MAN** with enthusiasm; small growing agency; must know his business. Give full details of age, education, experience, religion, salary, telephone. Box 414, care Printers' Ink.

**ARTIST**—We will supply studio space and quite a volume of art work to a first-class commercial artist. Must have imagination and intelligence. One who doesn't require a blue-print to get started. Golden, 106 Seventh Ave., New York.

### SALESMEN

#### ADVERTISING DISPLAY CASES

Men now selling advertising signs for counter displays preferred. Well established firm. Commission basis. Give experience and territory covered. Box 392, Printers' Ink.

### Experienced Retoucher Wanted—

One who is familiar with newspaper as well as magazine reproduction. Taste and intelligence are absolutely essential, as only the most modern type of advertising problems will be his to solve. Phone for appointment, Lexington 9417.

### SALESMEN—PHOTO-ENGRAVING

Men controlling substantial business, black and white and color process work; salary and commission. Knapp Engraving Co., Inc., 141 E. 25th St., New York City.

**GOOD OPPORTUNITY** for young man, 26-30, in advertising department of large manufacturing concern with headquarters at Boston, Mass. Some experience in planning, writing and producing folders, booklets, catalogues, etc., is essential. Letter of application should give full details as to age, education, previous positions, salary required, etc. Box 400, P. I.

**An Opportunity** of excellent merit is open to experienced advertising men, especially those who have sold syndicate or specialty advertising. This opportunity affords permanency with an established agency with unusual earnings under most liberal commission agreement. Replies held in strictest confidence and should cover full qualifications. Box 391, P. I.

**ADVERTISING MANAGERS**, purchasing agents, publishers' representatives and advertising solicitors or salesmen in the vicinity of New York who desire to increase their earnings or work towards a more lucrative position with an advertising service company, will find our proposition of interest. No effort or time required or conflict with present work. Give full details of present work. Suite 346, 1 Madison Ave.

### SPACE BUYER

Wanted by leading national advertising agency located in New York City. Must be experienced in buying space for magazines, newspapers and billboards, must have handled large list of newspapers, and must have thorough working knowledge of rates and media. Good salary and congenial associations. Write fully, stating experience, present salary and religion. Box 421, Printers' Ink.

### ASSISTANT TO INDUSTRIAL AD-

**VERTISING MANAGER**—Must be able technical writer with analytical mind and experience in advertising, editorial (technical or trade) sales, heating engineering, construction will be assets. Engineering graduate in late twenties or early thirties preferred. Manufacturing concern leader in its line with bright record and future. Location near Philadelphia. Apply by letter giving complete statement of education, experience and natural preferences. State salary desired. Box 415, Printers' Ink.

**SHOE FACTORY WRITER**

**WANTED**—Man who can write interestingly on shoe factory production methods, to handle special assignments. Give details of experience in first letter. Box 399, Printers' Ink.

**POSITIONS WANTED**

**Advertising-Sales Promotion**—13 years of advertising and selling qualify me to create a new and profitable sales promotion department or revitalize an old one. Now employed. Box 412, Printers' Ink.

**SALES-ADVERTISING MANAGER** offers 13 years of advertising and sales management experience to a manufacturer whose organization is of moderate size. Salary, \$6,000. Box 413, P. I.

**ADVERTISING—SALES PROMOTION** Fifteen years' varied experience; produces complete campaigns from copy to placing; wants bigger opportunities. Well recommended. Box 410, P. I.

**Versatile Advertising Woman!**

Advertising manager, artist, copy writer. Five years with retail chain group. Editorial magazine experience. New York City only. Box 405, Printers' Ink.

**Experienced Ad Man**

for agency or manufacturer. Layouts, copy and research above the average. Box 408, Printers' Ink.

**SALESMAN—EXECUTIVE**

Record and earnings above average with broad sales experience covering 14 years, will prove qualifications to manufacturer or agency, 36, married. Box 404, P. I.

**Capable and Experienced**

I can help YOU — Mr. Advertising Manager, Mr. Sales Manager. Age 30. Box 395, Printers' Ink.

**Adv. Writer**

Ten years copy chief big New York agencies. Box 409, Printers' Ink.

**PRODUCTION MANAGER**

12 years' experience, buying and ordering photo-engraving, art work, electrotyping and printing. Available at once for agency, manufacturer or publisher. Box. 422, Printers' Ink.

**To a Certain Concern**

A young experienced contact man now creating campaigns for a large organization, desires executive position offering unusual opportunity, can express his ideas well in good copy and layouts. Box 411, Printers' Ink.

**Advertising—Sales Promotion**

32 years, educated, 9 years' experience, representative firms, market research, advertising planned written and placed, direct mail, good ideas, accustomed to assuming responsibility, moderate initial salary. Desires position in or around Philadelphia. Box 420, Printers' Ink.

After three years' preparatory training with manufacturer and publisher, young man desires connection with progressive agency as executive's assistant—at employer's own salary. College graduate. Box 419, Printers' Ink.

**Young man**, 21, college graduate, desires position in advertising house; able to write copy and make rough layouts. Willing to start from bottom; salary secondary. A. Glick, 66 Fort Washington Avenue, New York City.

**Printing Executive**—15 years' experience supervising printing of a large private plant. Practical mechanic, knowledge of paper, ink, and the economic laying out of work. Wants position, medium or private company. Box 406, P. I.

**Artist, A-1 Retoucher**, now employed, desires new connection with well-established Agency, Studio or Engraving House. 16 years' experience in commercial art (blue-prints, phantom view, color retouching, etc.). Age 30. Box 416, P. I.

**ARTIST**—Part time. Lettering, Design, Type, Production and execution of highest type of direct-by-mail literature, figures, spots, in all mediums, for General Advertising. Able Director. Young and married. Communicate, Box 407, P. I.

**SALES CORRESPONDENT, DIRECT-MAIL SPECIALIST, ASSISTANT TO EXECUTIVE**—Forceful, effective, diplomatic correspondent. Twelve years' Sales Department experience. Now employed as Assistant to General Sales Manager. Available immediately. Box 401, P. I.

**ADVERTISING ILLUSTRATOR**

Ten years' experience in New York and Chicago, national and local campaigns; work in all mediums, figures a specialty. Wishes to leave New York for any desirable city. Box 398, Printers' Ink.

**Young Business Man** (28) possessing a sound, practical knowledge of the fundamentals of business—sales, advertising, finance, manufacturing, etc., seeks a new opportunity in an executive capacity where there is a possibility of future growth. Would be an excellent assistant to a busy chief, Box 417, Printers' Ink.

**Advertising Representative**

Seven years' experience national solicitor and eastern representative of national trade papers; architectural electrical and building fields. Desires position with first-class paper. Hard worker, initiative, good record, A-1 references. Box 403, Printers' Ink.

**DIRECT MAIL and MAIL ORDER**

Interesting story awaits organization requiring highest type man; prominent 4-A agency and direct mail organization experience, salary \$9,000. Box 402, Printers' Ink.

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	1	2	3	4	5	6	7	8	9		R	H	E
Salesman	0	0	0										
Prospect	0	0	1										

Every time you get shut out, remember you have your innings coming.

## Make It Score

When men get your ideas, they win oftener. Lighted pictures of the right kind will present your ideas in the way that makes salesmen into winners.

Twelve years of experience has highly developed the skill of this organization in making lighted pictures for sales education and instruction.

Let us show you how successful companies are using a proven sales training method that costs remarkably little and is reinforced by national field service.

Every picture we have ever made has helped accomplish the buyer's purpose.

## Jam Handy Picture Service

Newspapers' Film Corp'n

6227 Broadway, Chicago

Still and Motion Pictures—Animated Drawings—Screens—Slides  
 New York, 420 Lexington Avenue—Dayton, 837 Reibold Bldg.—  
 Detroit, General Motors Building — Regional Sales and  
 Service at Principal Points Throughout the United States



*"Since using The Tribune exclusively, we have secured 85% distribution in the Chicago market. The Tribune's efficiency as an advertising medium for reaching housewives has been clearly demonstrated. It is unquestionably first in Chicago."*

*Thomas J. Webb*

President

Thomas J. Webb Coffee Company,  
Chicago

ADVERTISERS of grocery and food products in 1927 spent 56% more money for space in The Tribune than they did in any other Chicago newspaper. The favorite newspaper of Chicago women received almost \$400,000 more for its space in this classification than the second Chicago paper.

**Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER

March circulation 811,425 daily; 1,167,951 Sunday